

JOHN BULL



Weak from want of nourishment —yet she has no appetite!

As you get on in years you need, more than ever, the necessary nourishment to keep up your strength. "But meals are no longer appetising," you say. Elderly people often experience that difficulty. But you can't go on day after day, feeling weaker every minute. It's not safe, because you lay yourself open to the attacks of germs and disease. And it's not necessary. For over half a century doctors have recommended Wincarnis as an infallible remedy for under-nourished systems. This delicious tonic wine stimulates and sustains as nothing else can. If you are run down, if you have been ill, had a fall or an accident, start taking Wincarnis—a glass two or three times a day, and you'll be astonished how quickly you begin to feel better. You'll sleep soundly—feel fresh vigour stealing through your veins. A week or two of Wincarnis and you'll decide that life's worth living after all.

● Wincarnis is simply a pure, delicious wine reinforced with the energising vitamins, the nerve-building and tonic properties of malt and beef extracts. Wincarnis has been proved by over 20,000 recommendations from doctors to be a most effective remedy for all run down conditions and nervous complaints. 3/3 and 5/6 from wine merchants, licensed grocers and chemists. Get a bottle to-day. You'll feel the benefit with your very first glass.

FREE. 4½d. in stamps (for postage, etc.) will bring you a generous sample from the makers, Coleman & Company, Ltd., Dept. 231, Wincarnis Works, Norwich.



"Appetite Completely Vanished"

"I have a very dear friend who has suffered a long time and had an operation, and following that could eat nothing, appetite completely vanished. Then along came the wonderful reviver 'Wincarnis' and performed the miracle. She started to pick up and take food once more, and now whatever else is needed, 'Wincarnis' heads the list. I find it most essential myself as a general pick-me-up or tonic."

Mrs. J. W. S—,
Huddersfield.

"Thought Her Time Had Come"

"I was very ill two years ago, the Doctor prescribed different medicines, and I also tried many things from the Chemist, all to no use. I got so weak I could not walk. I really thought my time had come. Things got so serious that my children came, those that lived a distance. Then one of my daughters reminded me of WINCARNIS. The very first bottle made a marvellous change. By the time I had taken the second one I was quite myself again. I shall never be without it in case of emergency."

Mrs. E. V. C—,
Dover.

WINCARNIS

THE WINE OF LIFE

OVER 20,000 RECOMMENDATIONS FROM DOCTORS



AFTER Sickness...

DAYS—perhaps weeks—of sickness, and then convalescence—with daily calls on the home exchequer for those little bedside luxuries—and, finally, doctors' bills that must be met.

What would it mean to **YOU** in a case of sickness to have the worry of these expenses taken off your shoulders—to know that you could enjoy the hours of convalescence unworried by the spectre of **BILLS**? Let **JOHN BULL** take care of sickness expenses for you. All you have to do is to fill in the forms below **NOW**.

Under its great comprehensive Free Family Insurance Gift, **JOHN BULL** is the **ONLY** paper in the world to pay Benefits for Sickness (as specified) that are likely to arise in any home.

But that is not all. In addition to providing Sickness Benefit, **JOHN BULL** is the **ONLY** paper to safeguard your home and all those possessions dear

to you against the heartbreaking havoc and damage caused by **FIRE, STORM and FLOOD**. And here is another exclusive feature—**JOHN BULL** adds a welcome 10 per cent. bonus to all benefits paid to registered readers of over three months' standing.

Other invaluable benefits offered to you by **JOHN BULL** include protection against the numerous common perils of everyday life, such as Accidents in the Home and Garden... on the Sports Field... Boating and Bathing... Loss by Burglary, and Children's Accidents.

Can you afford to ignore such a magnificent Insurance Gift? Will you not be able to face the future with far greater confidence if you know that every day of the year your home, your family and yourself are safeguarded under the strong protecting arm of **JOHN BULL**? Sign the forms below **AT ONCE**. A moment with your pen, that's all.

"John Bull"—the ONLY paper to pay Fire, Storm, Flood, and Sickness Benefits.

CUT HERE	
JOHN BULL Hand this Form to your Newsagent	Post this Form to "John Bull" Registration Department, 122, Long Acre, London, W.C.2. I have sent an Order Form to my Newsagent for the regular weekly delivery of JOHN BULL . Please register me as a regular reader.
To (Name of Newsagent).....	Reader's Signature.....
Address.....	Age.....
CUT HERE	
Please deliver or reserve JOHN BULL for me weekly until further notice.	Address.....
Signature.....	Name and Address of Newsagent.....
Address.....	Date.....
Date.....	Use 1d. stamp. Don't seal envelope. A certificate setting out the full benefits and conditions and certifying registration will be sent if 1d. stamped addressed envelope is enclosed for return. PLEASE WRITE CLEARLY. J.B. 27/4/35

JOHN BULL'S GREAT PEN OFFER

JOHN BULL' PEN COUPON
 This coupon with P.O. for 2/9, plus 3d. postage and insurance, entitles holder to receive a "John Bull" all-British self-filling Pen with 14-carat solid gold nib, iridium tipped, guaranteed 2 years. Additional coupons up to four (any dates) may be saved and are acceptable in part payment, each counting as 3d. off the price. You may send 5 coupons and P.O. for 1/9, plus 3d. postage and insurance. State if fine, medium or broad nib. Pocket clip 3d. extra. Address: "John Bull" Pen Department, 27a, Floral Street, London, W.C.2.

CASH THE COUPONS

VALUE 3^D

JOHN BULL'S SHOP WINDOW

ALL ROUND VALUE AND A SQUARE GUARANTEE FOR A STRAIGHT LINE

EVERY OFFER COVERED BY MONEY-BACK GUARANTEE ON PAGE 23.

Yours Free

RADIO

Great Gift Offer

Believe it or not! This is the most spectacular of all FREE Gift schemes—a "Jubilee Miracle" Radio Set is yours for the asking. Think! A real Radio Receiver and an ordinary crystal set which will give you and your family endless hours of entertainment, absolutely FREE! This marvellous, unique, compact Radio Set will not cost you one penny, and you will not be asked to do anything for it after you receive it. So apply NOW!

We want you to try our famous "Double Life" 100% Sheffield 3-hole type Razor Blade—the world's best and cheapest blade—of these super edge blades. If you purchase 3 packets of these super edge blades we will send you a "Jubilee Miracle" Radio Set Free. No Batteries, Valves, etc., to buy. Electricity not essential. Everyone receives a set without exception. Send 3 - and 6d. extra for postage only at once to receive your 3 packets of blades and "Jubilee Miracle" Radio Set. Act NOW—you can't afford to miss this amazing offer.

AIRCRAFT PRODUCTS LTD. (Dept. J.W.B.)
 28, New Oxford Street, London, W.C.1.

HAIR TRIMMING COMB

FOR BOTH SEXES AND ALL AGES

Save pounds in cash and hours of time at the hairdresser's. Cut your hair yourself and always be neatly trimmed. Adjustable blade trims hair to any required length—for Ladies, Gents and Children. Made of best quality "Gallilith." Takes any standard razor blade. Lasts a lifetime. Complete with blade **ONLY** **1/-**

FREE Do Lash Lashes on with every order. Send P.O. 1/5 to-day **MONEY RETURNED IF NOT SATISFIED.** Post 3d.

(Dept. 84), **WUNDA UTILITIES,**
 162, ST. PORTLAND STREET, LONDON, W.1.

SALE ALL PRICES CUT—UP TO 12½%

SECTIONAL BUILDINGS

ALL SHAPES & SIZES. ALWAYS ON VIEW

BUNGALOWS from £15
 GREENHOUSES £5
 GARAGES 97 6

HUTS 47.6 KENNELS £2 Etc., Etc.
CASH OR EASY TERMS. LISTS FREE.

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COVENTRY CYCLES

57'6

LOW EASY TERMS

Don't pay Agents' prices. Buy direct from Coventry, and **SAVE ONE POUND** and more. Sports, Lightweights, and 3 Speeds, on approval, carriage paid. Forty years advertising in this paper, and thousands of satisfied customers. Get my free Catalogue now. **Edw. O'Brien, Ltd., Dept. 3, Coventry.**

GRAVES

"LUXURY" BARGAIN SALE.
 Two Super quality AM Wood Blankets, 6 1/2 x 9 in., weight 8 1/2 lb. per. Two Fluffy Blankets, 6 1/2 x 9 in., 4 lb. per. Two Grey Bolson Twill Hemmed Sheets, 70 x 90 in., 4 1/2 lb. pair. One Fadedine Alhambra Hemmed Quilt, 7 1/2 x 9 1/2 in. Bleached Damask Table Cloth, 54 x 54 in. Two Pillow Cases, 30 x 36. Bolster Case, 30 x 50 in. Important—We include a 10-PEN COUPON SERVICE—4 Sheffield Stainless Steel Knives, 4 Dessert Forks, 4 Dessert Spoons, 4 Tea Spoons. Wear like silver. Outlets 2/6. Free. Terms 1/10. **J. & C. GRAVES LTD., SHEFFIELD.**

THE LONDON SURGICAL COMPANY

These belts are a safeguard against all abdominal complaints. Prevents that "dragging-down" feeling and has a good uplift. Every man or woman who has had an abdominal operation should wear one of these belts. They are so comfortable, simple to fasten, have leather-protected supports and elastic side measurement form. Free measurement written. "Belt has given me great relief and I feel better in every way."

Satisfaction guaranteed or money refunded.
THE LONDON SURGICAL COMPANY (Dept. 827),
 Craven House, 121, Kingsway, London, W.C.2.

BABY CLOTHES

30!

EXPECTANT MOTHERS: BE PREPARED FOR DELAY—I CAN SUPPLY YOU WITH A COMPLETE HOME-MADE LAYETTE, WORTH 5 ETC. FOR

Modern Short Lengths or Usual Long Cloths. 75 delightful garments for the summer or winter baby. Silk and Wool Shawls, Knit, Robes, Lawn or White Night Gowns, L'V'Cloth, Flannel, Baby Blankets, Best Wool Vests, Bootees, Mittens, Handkerchiefs, Socks, Caps, Bibs, Blankets, Towels, etc., etc.

A LONDON PURCHASER WRITES: "I am overjoyed to have such a beautiful Baby's Layette on hand, it puts one's mind at rest. A treat for the eyes and a pleasure to handle."

SEND 2/- FOR PARCEL ON APPROVAL. Post Cash or Terms. **Mrs. J.E. HOWARD** 66, Dover Road, Portsmouth.

1/2 PRICE

From THORNS

SPAN ROOF GARDEN SHEDS

Long.	Wide.	High.	Cash Price.	Deposits.	Monthly.
6 ft.	4 ft.	6 ft.	£2 0 0	£2 0 0	5/11
8 ft.	6 ft.	8 ft.	£2 1 0	£2 1 0	5/6
10 ft.	8 ft.	10 ft.	£3 0 0	£3 0 0	5/6

Post Road Shed 22/-, Garage 22/6, GREENHOUSE from 25/6. GARDEN FRAMES from 15/6. HEATING APPARATUS from 25/6. Delivered Free or Carr. Paid in England & Wales.

THORNS

J. THORN & SONS, LTD.
 Phone: Bexleyheath 305 (5 lines)

Box 46, Brompton Road, Bexleyheath, Kent.

16/6
or 18 weekly payments of 1/-

**FULL SIZE
BED CHAIR**

Corr. & post. Eng. and W., 5/6. 3
retired cord cushions. ANY colour.

BED SETTEE
61 ins. wide.
Corr. & Post.
E. & W., 5/6.
Or 3/- weekly.

35/-

NOTE
WITH
SOLID
OAK FRAMES,
PAT. SPRING SEATS,
AND TURNED LEGS.

SEND for NEW
coloured Catalogue J of
wonderful Bargains in
Upholstered Chairs,
Bedrooms and Dining Room
Sofas. Cheques, reg. letters,
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**NORTH BUCKS DIRECT
TRADING CO., LTD.,**
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RILEY'S BOWLS

SUPPLIED FOR CASH OR EASY TERMS

**120 PAIRS
FREE**

**WRITE FOR
FULL DETAILS
A CATALOGUE**

E.J. RILEY
Limited,
Bate Works,
AGBRINGTON.
or Dept. 74, 147, Alders-
gate St., London, E.C.1.



A 15/- FREE GIFT COUPON

LOOK FOR FREE LISTS

HERE is a chance to save shopkeepers' profits. Hundreds of Cycles of all kinds, many fitted with **Suryney-Apecher** 3-speed gear and Dunlop tyres. Approval willingly, carriage paid. As an advertisement a **15/- Free Gift Coupon** will be given to all who write for my **FREE CATALOGUE**

FROM

Chas. Robey & Co.

CYCLE MANUFACTURERS, COVENTRY

CASH PRICES

80 REED
HARMONICA
3'6
COMPLETE IN
WINDING BOX
PATENTED



The most popular instrument
in England to-day
almost a Pocket Flauto-Accordion. The
same lovely chords and harmony, the same lures
that makes you want to sing and dance. Larry Adler
showed what could be done on the Radio. You
don't know, you may be another Larry Adler. This is
the wonderful 80-Reed model that has a volume of sound
amazingly disproportionate to its small size. Fits in your
pocket for any occasion, to get the lads and lasses going.
Be the one that's always wanted—the lad with the
Harmonica. Send to-day.
"BURFAT," 22, Girdlers Road, London, W.14

DON'T WEAR DRAINPIPES

**LOOK SMARTER IN OUR
SEMI - OXFORD
FLANNELS**

17, 18, 19, 20, 21, 22, 23 or 24
believe. Silver, Med. or Dark
Gray. Waist 30-34, Leg 30-34.
Well cut and made from tested
Flannel, fitted with belt loops,
side straps, front cash pocket,
usual side pockets and buttons
inside, permanent turn-ups.
Flange plate waist,
long leg & width
bottom required.

5/

Post 6c,
or C.O.D.

5 pairs 10/9 post pd.

Only to Purchasers
of Flannel Trousers.
St. Margaret's Woollen Slip-over
in Blue, Maroon, Gray, White.

THE FLANNEL KING (Dept. J.10)
130/134, South Road, TWOCKHAM

1/6

**LIQUIDATION STOCK THOUSANDS
OF WONDERFUL BARGAINS
OFFERED ON EASY TERMS
SEND FOR OUR ILLUSTRATED
CATALOGUE LIST MOST OF OUR
PLATINUM SET DIAMOND
& GEM RINGS, WATCH
BRACELETS, GENTS' POCKET
& WRISTLET WATCHES**

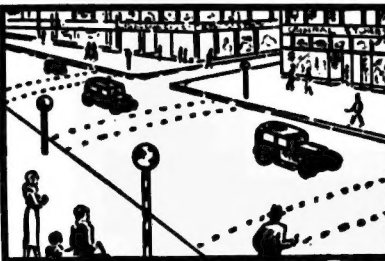
25.50
Value for
\$5.00 Yours
for 1/- Deposit.
Solid gold. English
Hall-marked Wrist
Watch. Fine quality jewelled
movement, great dial, lined to a minute
a month. Fitted Milanese mesh bracelet,
adjustable to any size. 10 years' warranty.
Sent for 1/- deposit. If satisfactory,
2/- payable on receipt, and 2/- monthly
until 50/- is paid, or full cash 7 days,
50/- only.

**DAVIS & CO., Dept. J.B. 14,
94-104, Denmark Hill, S.E.E.**

\$6.60 VALUE FOR 48
YOUR
34 DEPOSIT

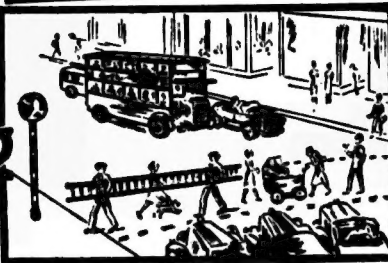
Real Piano Accordions at Specialty Reduced Prices. Piano, Cabinet, Steel Reeds, Metal Bomb Bellows, Triple Chord Action, Complete with Shoulder Strap. 21 Piano Keys, 8 Bases. Send only 3/- Deposit. Balance payable 5/- Monthly until £8/- is paid, or Cash within 7 days 48/- only. Write for Illustrated List of Models with 25 Keys, 12 Bases; 25 Keys, 24 Bases; 34 Keys, 48 Bases; 41 Keys, 123 Bases, etc., etc. All on equally attractive Terms.

**J. A. Davis & Co. (Dept. J.B.7),
94-104, Denmark Hill, London, S.E.5**



Drivers Don't Like 'Belishas'

- Walkers Do



BUT BOTH ARE

UNANIMOUS ABOUT THE 'AMPRICO' PLAN

HAVE YOU HEARD ABOUT THIS BETTER EASIER FORM OF EARNING EXTRA CASH?

The Amprico method of adding to your income gives an agent numerous advantages not found in other spare-time propositions. Become an agent for our **6d. Trouble Value Club Cards** which sell at sight. You will find this is the **easiest, simplest and most enjoyable** way of adding to your income. **No Capital or experience is needed** and we pay **all our agents commission weekly**. Everything is made easy for you—everything necessary provided free. Our Huge Resources have enabled us to make our offer so attractive that many of our agents earn **over £3 weekly** for spare time work that is no trouble. We definitely claim that this is the **Finest Agency Proposition**.

LIVE AGENTS WANTED TO DRAW BIG MONEY EVERY WEEK!

*Remember delay means lost opportunities. This is your great chance—
send off at once for Complete Details.*

To AMBLER PRICE & COLE LTD. (Dept. J.B.)

Amprico House, Aston Lane, LONDON, N.W.10.

Travellers
required to
appoint
Agents (all
districts).
Salary and
Commission.

Please send me details explaining how, as your Agent, I can make substantial sums in my spare time, also forward me your illustrated catalogue.

NAME
 (BLOCK LETTERS)

ADDRESS
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J.B.123. 27 4 15

Post in sealed envelope (No stamp).

FILL IN & POST THIS COUPON.

WHAT SHOULD YOU PAY
for the usual **45/- to 50/- SUIT** ?

OUR PRICE TELLS YOU

We can make you a perfectly cut Lounge Suit in latest style. S. or D. Breasted, from Yorkshire Tweeds or Fine Worsted. 100 patterns to choose from. 20 years' reputation for sterling value. Write now for free patterns, self-measure chart and latest fashions.

ALL BRITISH SUITS 19/-
TO MEASURE
MONEY BACK GUARANTEE
Send no money. Write now.
H. THOMAS & Co., Dept. J.B.B.,
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London Showrooms only :
55 Whitehall, S.W.1.

**DO YOU WANT TO
MAKE MONEY?**

**£2.16-9
PROFIT
ON 5/3**

**SKILL
PUNCHBOARD**

The best money-making proposition ever offered the public.

If you want funds for Charity, C.I. or any other purpose let the **SKILL PUNCHBOARD** help you. A 600-hole board costs only 5 s 3 post free, and makes 68-1 profit at 8d. per punch, and 51-5d at 1d. per punch. Agree to working out special profit sharing plan are making 5d. to weekly. **WHY NOT YOU?** Our free Service Dept. will show you how. Write for **SAMPLE 300-hole board** and illustrated price list - - - - - **3/9**

Discount for dozen lots.

BURDON HUNTER
(Punchboard Specialist),
463, Farncombe Street Chambers, London, E.C.3

TRADE SUPPLIED.

AMAZING JUBILEE GIFT OFFER!

FREE

So amazing, so generous, yet absolutely genuine —two guineas worth of quality gifts, all eight articles sent by return, just to celebrate the opening of our post order department in Jubilee year. Gift number 1 is a superb necklace of Pearls with real gold clip, gift 2 a dainty pair of Ear Drops (screws or hooks), gift 3 a non-rust Safety Razor for three-hole or slotted tube blades, with stand in Bakelite Tube, gift 4 one dozen super edges Double Six Blades, gift 5 a high-grade sterilized shaving Brush in Bakelite Tube, gift 6 a stick of good Shaving Soap in Bakelite Tube, gift 7 an efficient Blade Strapper and gift 8 a Jubilee souvenir medal.

These eight quality gifts ALL SENT AT ONCE to purchasers of our 10/- big value Shockproof Lever Wrist Watches (ladies' or gent's), regularly sold for 22/6 we guarantee. Gent's model as illustrated, ladies equally attractive. Perfect timekeeper, illuminated dial, unbreakable glass in highly polished chrome case, leather strap. Written guarantee for 5 years. The Watch alone is amazing value at 10/-, but that is what you send (with 6d. extra for postage) in order to receive your Watch (ladies' or gent's), and the two guineas worth of 8 quality gifts as illustrated. Never to be repeated, so send NOW!

GENEVA WATCH STORES,
80, Charing Cross Road, London, W.C.2

If in London look into our window at above address and see these gifts. Personal shoppers supplied.

**YOU DON'T HAVE TO
 CHOOSE, YOU GET ALL
 THE GIFTS AT ONCE**

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Store SHED

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2/9

MONTHLY

Design S.S.

DELIVERED on first payment. For storing Tools, Garden Implements, Cycles, Firms, etc. Built in 6 strong perfect fitting sections, easily the best value. Sent carriage paid. Roofing felt supplied free. (Floors extra)

SMALL STORE SHEDS from 20/-

6ft.	6ft.	6 ft.	£1	2/9
7ft.	6ft.	6 ft.	13	5/-
10ft.	7ft.	6 ft.	10	0/6
12ft.	8ft.	7ft.	6	15 0/10

Send for Free Catalogue, Sheds, Sports Pavilions, Poultry Houses, Kennels, Greenhouses, Garages, Aviaries, &c.

F. & H. Sutcliffe Ltd., 33, Wood Top, Hadden Bridge, Yorks.

London Showrooms: 40-42, Oxford St., W.1.

SECURES THIS
1-ROYAL JUBILEE
18 CT PLATED
DRESS HUNTER

The only Jubilee Watch on the market offered at low price of \$8 1/2, or 14 down and 9 fortnightly. Case in the work of craftsmen, engraved with their Majesties' heads on front and back, embossed "in commemoration of H.M. King George and H.M. Queen Mary, 25 years' successful reign." Handsome 18 ct. plated finish, finely engraved. Inner dust-proof dome stamped Exhibition Medals for Accuracy, Aircraft Swiss Non-magnetic Lever movement. Warranted in writing 15 years. Dress chain with their Majesties' Photograph on Medal-lets 2, 3 extra. No extra deposit. Send to-day.

AIRCRAFT PRODUCTS LTD. (Dept. J.E.J.S.)
25, New Oxford St., London, W.G.1. (Opposite Glaxo)

The New Continental

PIANO-ACCORDION TONE HARMONICA



If you like the gorgeous tone of a fine piano-accordion spend only 2/9 on this new Continental Harmonica—you'll be thrilled with the marvelous piano-accordion effects produced by the harp-shaped amplifying sound chamber. So easy to play—no different to an ordinary mouth organ. Entertain your friends with the latest tunes and dance music, and be popular. Get your friends to send for this wonderful new instrument too, and form a band—it's great, that piano-accordion tone. **Prices 2/9, post 3d., or two instruments 5/6 post free.**

2/9

Post 3d.

Wm. PENN (Dept. 22), 623, Holloway Rd., London, N.19

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FILMS
free

—AND NOW FOR THE JUBILEE.
Brilliant results. All these sizes of films, 116, 120, 127, 129,
and **NOW** the 630. Send 3d. stamps for post and packing only.
You will of course return the film for finishing at standard
prices and from now on we will keep you supplied with films
free. Write at once to:—

GRATISPOOL CQ (Dept 1.8.2) 37 Isles Lane Leeds II

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GREENHOUSES			
L.	W.	Cash.	Down.
6	8	\$7/5	2 1/2 Pts.
8	8	\$8/5	3/5
10	8	\$9/5	5/5
12	8	\$10/-	5/-
12	8	\$10/-	5/-

FROM 2' DOWN

CASH PD



IMMEDIATE DELIVERY FROM STOCK



250 MILE FREE LORRY DELIVERY

Write now for Free Cat. S.M. (Etc., etc.) 10. H. (Greenhouses).

GARDEN SEEDS

L.	W.	Cash.	Down.
4	6	\$4/5	3/-
7	8	\$4/5	4/-
10	7	\$5/5	5/-

SOUTH WESTERN APPLIANCE CO. 1929

Dept. L., Huron Rd., Fairham, S.W.S. Tel. 1121 (Huron)

I'M IN FRONT AGAIN

FOR REAL VALUE

I offer the finest A.L.I. BRITISH Wireless Sets at bargain prices, including Battery and All Mains Receivers. Any Set sent ON APPROVAL, PACKED FREE & CARRIAGE PAID. Write now for our beautifully Illustrated Art Catalogue.

For **Arden, Ltd.**
WIRELESS SPECIALISTS 807 & COVENTRY.

For Only
3.10s
CASH
EASY TERMS

WRITE FOR LIST NOW

"Thanks! They're a fine
smoke and so smooth"

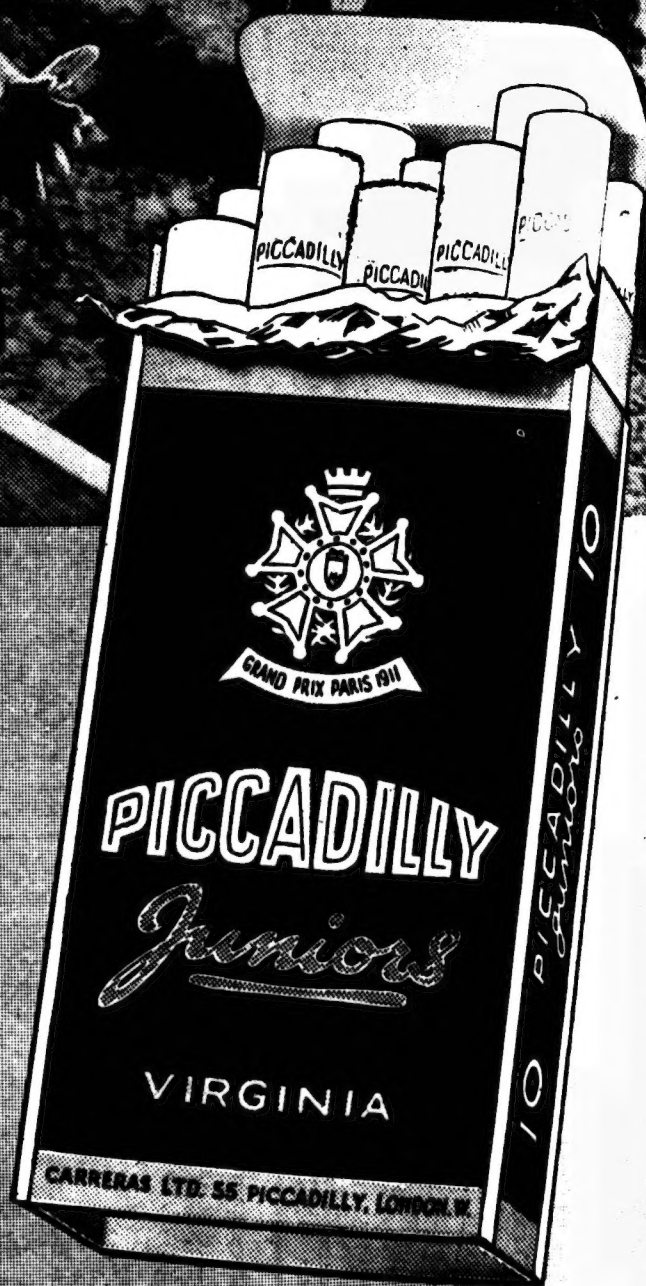
PACKETS OF
10 for **4^d**
and 15 for **6^d**

OVAL TINS OR
NEW FLAT BOXES **30** for **1/-**

PICCADILLY

Junior SIZE - SENIOR QUALITY
VIRGINIA CIGARETTES

TRY PICCADILLY JUNIORS TODAY—NEW! FRESH!—MADE TO CARRERAS' QUALITY STANDARD



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JOHN BULL

THURSDAY,

For week ending Saturday, April 27, 1939. Two-pence. Registered at the G.P.O. as a Newspaper. Postage: Inland and Canada, 1d.; all other parts of the world, 1½d. 93, LONG ACRE, LONDON, W.C.2.

Telephone: TEMPLE BAR 2468. Telegrams: HERODAILY, LONDON.



TREMENDOUS feeling among all sections of the community is being aroused in consequence of the operation of the new thirty m.p.h. road speed limit in built-up areas. The regulation is producing effects which were never contemplated when it was conceived, and which are becoming so disquieting that they demand the early consideration of the Cabinet itself.

It is not the speed limit that has to be challenged, but the methods being used to manufacture offences against it, and to bring about the prosecution of the supposed offenders. It is a matter which has ceased to concern motorists only; the anxiety and suspicion have become general.

The good name of the police service of the country is at stake. The high reputation of the most efficient and most trusted force in the world is being endangered by the actions of a minority.

Whether the introduction of the speed limit is a wise or foolish policy is entirely irrelevant for the time being. It is an experiment which is being conducted solely in the hope that it may effect a substantial reduction in the appalling casualty roll of the roads, which stays obstinately at more than 7,000 dead and 200,000 injured a year.

THE great body of motor vehicle drivers, passenger and commercial, are acquiescing cheerfully in this plan to give them a chance to contribute individually to the campaign for safety. If the regulation proves a failure, serving only to increase congestion without enhancing safety, it will be shortlived.

There is, indeed, no real objection to the speed limit, except from those who wish to break the law. Much of the criticism of the new rule of the road has been selfish, absurd and even dishonest. The stories that have been spread to suggest that people are disposing of their cars in large numbers as a protest are quite untrue, as also is the report that there has been a slump in the car manufacturing industry.

Actually, the reverse is the truth. The most representative motor-car distributors declare that, instead of discouraging the use of cars, the tendency has been for many new motorists to avail themselves of the enjoyment and convenience of car ownership—confident in the knowledge that serious steps are being taken to protect them from the careless and reprehensible driving tactics of an inconsiderate few, who thrust their selfish way along regardless of the feelings or safety of others.

Far from resenting the imposition of the speed limit, most motorists seem determined to give the experiment the fair trial which it deserves. But it is not getting a fair trial and, if it ends in discredit and damage, the blame will rest with the police of certain places.

TWO distinct causes for anxiety are already seriously troubling the public. One is the great extent to which police officers are being used exclusively for road work, and, therefore, detached from their primary work of protecting property and detecting crime. The other is the remarkable methods being used by certain of the police forces, which have the effect of causing motorists unwittingly to break the law.

Public confidence in the scrupulousness of the police might be sapped by the revelations of the manner in which motorists are being enticed into breaches of the limit regulations.

A number of magistrates, particularly in the

The LIMIT for the POLICE



Without Fear or Favour

North of England, have had to direct attention to this aspect of the zeal with which the police are enforcing the speed limit law. Dr. C. S. Stevenson, a Durham county magistrate, has, for instance, publicly declared that it has been a shock to him to observe the methods by which the police are dealing with motorists. "When I am on the Bench," he said, "I try to take the evidence of constables as the truth. In future, I shall have to think twice about what the police say in the witness-box."

Other magistrates have not hesitated to describe the police activities as a form of persecution, and in numerous cases police witnesses have been chastised from the Bench for want of discretion, tact and fairness.

Most of the criticism of the police devices for trapping motorists by the use of cars and vans disguised as commercial vehicles with advertisements of sponge cakes, flannel trousers, sausages and the like has been misdirected. There is nothing wrong or unsporting in the use of disguise to catch deliberate offenders against any law. The defiant motorist should no more know when he is under observation than a burglar.

But the position is entirely different when a motorist or any other citizen is induced by the police to commit an offence for the sole purpose of having a conviction recorded. That is being done in several parts of the country. The police are acting as provocative agents, and it is not

Road Traps: A Warning

surprising that magistrates have already condemned this practice as un-English and unjust.

The common device, of course, is for a police patrol, riding in a hired commercial van or converted car, to travel well on the inside of the road at a steady speed just below the maximum. A motorist following is tempted to accelerate and pass the police car. For a few moments his speed rises beyond the thirty m.p.h. limit, and, to make matters worse, the trapped motorist does not learn that he has been baited and caught until days afterwards, when he is deprived of defence.

That it is the policy of the police in some districts not to assist motorists, but to pile up convictions, is apparent also from the fact that so many traps are laid on wide but secluded roads which have been scheduled as speed limit areas either by error or misunderstanding. Prosecutions have even taken place when

motorists have been in a scheduled area for only one-tenth of a mile, and speed tests over a distance of merely two hundred yards have been common on roads where there was no possible danger to life and limb.

WHEN the Road Traffic Act came into force four years ago, and authorised the use of mobile police, it was expressly said, and intended, that this branch of the police should be employed primarily to co-operate with and help motorists, not to harass and harry them. All that has gone by the board.

Road users are not being given the benefit of the doubt and being encouraged in the first instance to act honourably. They are being tempted instead to break the law, apparently, so that the existence of the mobile police units can be justified by statistics of convictions.

To one Chief Constable we would like to pay a word of praise.

He is the police chief of Berkshire, who has given sensible instructions to his mobile patrols. Instead of setting traps, they wait at the approaches to speed limit areas and warn motorists that they are entering a scheduled zone. By this method it has not been necessary to take so many officers from their ordinary duties as would otherwise be required; and, above all, it has been proved that motorists reciprocate and have a genuine desire to observe the law.

Unhappily, in other parts of the country, a slur is being cast on the reputation and trustworthiness of the police. The Home Secretary has the means to remove it if he commands to chief constables everywhere the gentlemanly example of Berkshire.

STRAIGHT FROM THE SHOULDER...

What Neville Forgot About the Babies!

AFTER Mr. Chamberlain's "More Babies Budget," let the Government do something to ensure that we get not only more babies, but Better Babies and Safer Motherhood!

For though the new income-tax concessions may make the stork a more welcome visitor in some British homes, there is still no sign of an effective onslaught against the preventable disease and death which too often accompanies childbirth.

Such a campaign has long been promised by the Government, and its expected results described in glowing phrases. But the cold truth, as we have said before, is that the appalling toll of motherhood is allowed to continue unchecked.

Terrible figures

We do not pretend that the risk is very great to the majority of middle-class or wealthy mothers, who can afford proper attention.

But we must emphasise, once again, that each year more than three thousand British women die in childbirth, while of every thousand children born in the same period no fewer than sixty-four do not survive babyhood.

That these terrible proportions can be reduced is known to every expert. When, then, will something be done to reduce them?

Underfed mothers

One of the greatest causes of this high mortality rate is the underfeeding of expectant mothers whose husbands are unemployed. The underfeeding of children during the first few years of life is a similarly grave evil in the distressed areas.

That malnutrition cannot be denied. It has been commented upon, time after time, by medical officers of health. It has been the subject of outspoken warnings by the nation's most famous doctor, Sir George Newman, who until recently was chief medical officer to the Ministry of Health.

What must be done

For a long time JOHN BULL has demanded a more adequate allowance to the children of unemployed parents. Though that allowance has been increased to three shillings per child, following our representations, we say it should be increased still further.

We assert, without fear of contradiction, that a baby cannot be properly maintained on a meagre three shillings a week.

We repeat that the provisions made for expectant and nursing mothers, in all but a few towns, are lamentably insufficient.

Sir George's demand

Sir George Newman has declared that expectant mothers should have a diet of two pints of milk a day, cheese, butter, eggs, fish, liver, fruit and fresh vegetables. At present, such an allowance is beyond the purses of millions of mothers.

And though we have nothing but praise for the ante-natal and child welfare clinics that have been established in a large number of towns, we must remind the Government that very many local authorities have failed to make such necessary facilities.

Moreover, it should be compulsory for every mother in childbirth to be attended by a doctor, instead of relying on the discretion of a midwife.

Speak again, Neville!

These are but a few directions in which reform is urgently needed. As the Chancellor of the Exchequer has himself publicly expressed his concern at the shocking toll of motherhood, we suggest that he should bring his persuasive powers to bear upon his colleagues in the Cabinet.

If he could induce them to begin at last the long-promised campaign for

Souvenir Sweating to Stop Paying Rates for Nothing

We should like the Government to release another stork—to bring better babies and safer motherhood



safer motherhood, he would perform a far greater public service than he can ever accomplish by More Babies Budgets.

So—Speak again, Neville!

Stern refusal

The Minister of Pensions has now given his final refusal to our demand that war pensions should be continued beyond the age of 21 for war orphans who are physically or mentally disabled. He says blandly that these people can go to the Poor Law!

We shall not forget this supreme example of official inhumanity.

Britain still best

We are reminded of another scandal often discussed in these columns by the news that 40,000 emigrants, who had gone from Britain to seek their fortunes abroad and in the Dominions, had to return home last year. It was the only alternative to starvation.

Many of them became a burden on the Poor Law as soon as they landed.

It shows there will be very little reality about the talks on migration that are to take place between Mr. J. H. Thomas and the Dominion Premiers after the Jubilee!

Gambling in food

But Mr. Thomas might usefully discuss Canada's attempt to corner the world's wheat market and force up the price of bread to the British housewife.

Canada now has two-thirds of the world's supplies in her possession. Prices are up 30 per cent. above those of last year and are likely to be forced up even higher. The Canadians should be told that this is not the way to bring about good Empire feeling.

Souvenir scandal

There have been protests in Parliament and out of it against the importation of foreign-made Jubilee medals. As a result, few of these are likely to be worn during the coming celebrations.

A greater scandal has remained almost unventilated. Many Jubilee novelties which will be bought by the public are being produced at scandalously sweated rates.

Poor women are making emblems, carnival hats, fans, "good-luck" favours and the like for incredibly low rates.

Not much good luck

Sixpence a gross is paid for hundreds of bands retailed at 1s. each; 1s. 3d. a gross

for carnival sticks sold at 1s. 3d. each; and for the "good-luck" favours, which cost 9d. in the shops, the home-work rates are 4½d. a gross.

Only the swiftest workers can hope to make 10s. or 12s. for a week's work. The less expert may make as little as 4s. 6d., and they have to pay their own fares to and from the factory for the materials.

Too late

The Ministry of Labour has been warned of the scandal (which, of course, does not apply to the manufacture of all Jubilee novelties), and has given notice that it intends to include this class of work in the Toy Manufacturing Trade Boards, for the regulation of hours and wages.

But the Order cannot come into effect before the end of May, when

most of the Jubilee celebrations will be over!

Work v. play

The football teams attached to big industrial concerns do much to foster sport, but in some cases their amateur status is not quite what it should be.

We know one firm which puts out the bait of well-paid jobs to certain men already employed elsewhere if they will become members of its house football team.

They are given these jobs because they are first-rate footballers, not because of their merits as workers. Surely this is grossly unfair to the others?

Dance band blues

We know that some dance band musicians get only 3s. 6d. a night, while others are compelled to play from the early afternoon till the early hours of the morning for as little as 30s. a week.

So we welcome the move made at the recent meeting of musicians at Manchester towards establishing a minimum wage. Let's hope seaside towns and big

The Fragrant Minute.

SPEED AND SIZE

THIS I heard as I took my way. "Speed and size are the gods to-day."

Thank God (thought I) for the tiny dairy with lots of time to be quite lazy, and no desire to be big and bold like its sister the orange marigold. Thank God for the little periwinkle with lots of time to smile and twinkle. With no desire to rise and swell to the height or size of a tall bluebell.

Thank God for the small forget-me-not that's never bothered and never hot and always pleasant and somewhat shy when greeting a friendly passer-by. You may be small but you're very wise, forget-me-not, with your golden eyes. None of you vain enough or silly to yearn for the girth of an Arum lily!

But ships and guns and aeroplanes and buildings and cars, and even trains, are never content with size or speed, but there's a fable they ought to heed. There was once a frog, quite young, who died, inflating himself through ill-judged pride!

Wilhelmina Stitch.

"John Bull" Copyright.

Wilhelmina Stitch will always be very glad to hear from JOHN BULL readers. Send letters to her c/o The Editor, JOHN BULL.

organisations engaging bands will see that virtual slavery is no longer imposed on the men who brighten our leisure hours.

The weekly tonic

A really happy story from the entertainment world is that of the three-penny cinema show given each week to a thousand old-age pensioners in North London.

Four years ago an aged man complained to the cinema manager that he could not afford 7d. for a seat. Ever since the 3d. party has been held—to the great delight of the aged poor of Islington.

Kinema managers in other districts, please note!

Paying for nothing

Many thousands of people must share the rates complaint made by a reader who lives on a new South London estate, where 1,500 houses are already occupied. In many of the roads there is not a single lamppost, pavements are not made up, while as yet very few police have been allocated to the district.

Yet, he points out, he is expected to pay the full rates levied by the local council, more than a quarter of which is supposed to be for street lighting, public highways and police.

Surely the full amount should only be payable from the time that full public services are available?

Artful dodgers

Again, the rates demand sent out by Halifax Rural District Council states that scavenging and lighting are included in its service. But ratepayers at Fixby, where they get neither, protest that it is inaccurate.

As the council is meeting the grumblers not by asking them to pay less or giving them better service, but merely by altering the wording of the rates, they won't know whether they have won or lost.

Their best friend

Three Aberdare householders in arrears with their rent have found their landlord to be their best friend.

One out-of-work collier, who owed £15, said in court that he had less than £1 a week on which to keep himself and family.

His landlord, himself a working man, was so touched that he remitted £5 of the arrears and offered to accept the remainder at 2s. a month when the tenant resumed work.

Renewing their faith

Another landlord who was owed £41 withdrew a notice to quit and agreed to accept 5s. a month, while the tenant in a third case was treated almost as generously.

In hard-hit districts where small property owners are often as hard up as their tenants, such benevolence must help to keep alive one's faith in human nature.

Childish folly

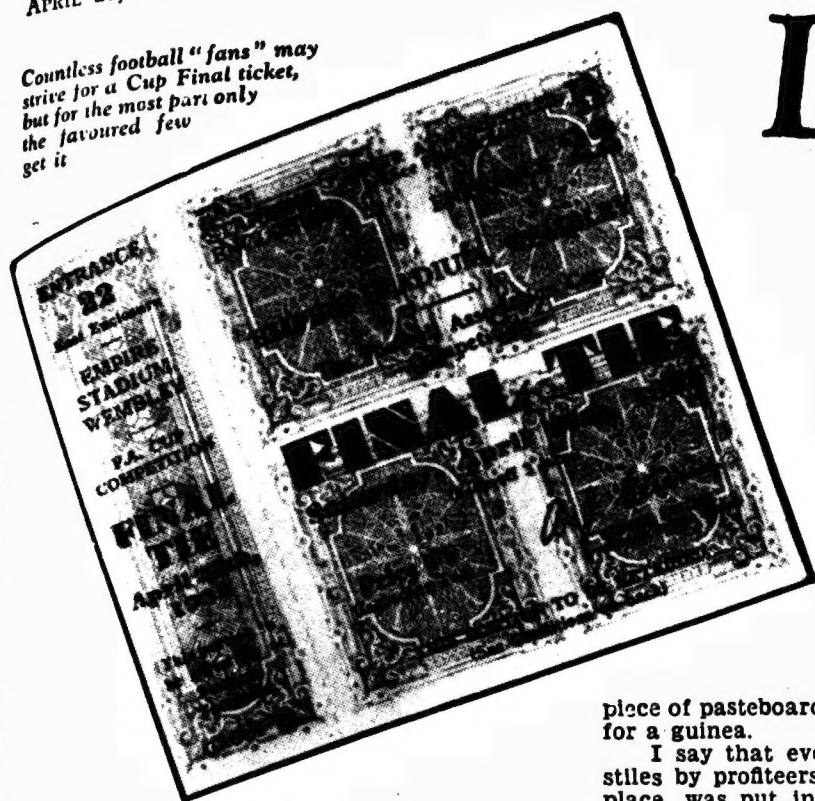
We don't know whether five-year-old Ernest Johnstone, of Hove, has put up a record by pedalling his toy coach to London in two days—and we don't care. Though his father cycled beside him, modern roads are too busy for such silly stunts.

Brought to book

We are gratified to know that Reginald Ashley Staines, who has posed as a Navy officer and has many previous convictions, has been sentenced at Stratford to six months' hard labour for false pretences.

We exposed this rogue long ago as a swindler and forger who preyed on women.

Countless football "fans" may strive for a Cup Final ticket, but for the most part only the favoured few get it



Locked Out of the Cup Final!

by CORINTHIAN
(the Famous Football Authority)

THE biggest football match of the year—the Cup Final—will be played at Wembley on Saturday, but not, as many people believe, before the country's keenest and most discerning football crowd.

Any real authority on the game present will realise within ten minutes of the kick-off that the majority of Cup Tie spectators know just as much about the finer points of football as the spectators of the Oxford-Cambridge boat-race do about the finer points of rowing.

He will listen in vain for that spontaneous roar which tells that the crowd has instantly detected something the referee has missed, which you will hear on such grounds as those of Birmingham, Sheffield, Aston Villa and Glasgow, where football is really understood. Spectacular play that leads to no particular advantage will earn far more applause than really brilliant tactics that have no unnecessary touch of showmanship about them.

The fact is that by far the bigger proportion of the 92,000 people present will be one-game-a-year spectators, there not because of their tremendous enthusiasm for the game but because they don't like to miss a big national event.

They "know somebody who has the handling of the tickets"—and so they go to Wembley.

MEANWHILE, of the million die-hard adherents of football who are ready to risk influenza or lumbago any Saturday to follow their favourite team, all except 30,000 or 40,000 of them will have to stay away. The majority will regret not merely that they have been unable to buy a ticket, but that never in their lives have they been able to catch sight of one.

There is a real scandal in this terrible maldistribution of tickets, and the Football Association, although as honest and fair-minded a body as you will find anywhere, cannot entirely escape responsibility for it.

I know men who stood on football embankments when they were youths, and are still doing the same now that they are old men, who have always failed in their endeavours to see this greatest game of the year, and who have now given up hope of ever succeeding.

On the other hand, I have seen the faces of famous cricketers, golfers, swimmers, boxers and other sportsmen at Wembley whose interest in football as a game has been just nil. And they are outnumbered a thousand to one by the folk who get there because they are customers of somebody whose association with the game gives them a right to participate in the distribution of tickets.

Perhaps the deadliest proof of all that this scandal to which I refer really exists, and is not a phantom of my imagination, is that I have counted as many as fifty ticket profiteers at the gates of Wembley. Between them they have had

thousands of tickets in their hands—and more in their pockets, for all I know. They have had little difficulty in getting 7s. 6d. for a half-crown ticket, and 50s. for a

piece of pasteboard that was sold in the first place for a guinea.

I say that every ticket offered at the turnstiles by profiteers is a ticket which, in the first place, was put into the wrong hands by somebody who took part in allotting the accommodation. The people lucky enough to get them were not football enthusiasts at all, but people with "friends who have the handling of the tickets."

When the scandal of mal-distribution disappears, these ticket profiteers will have to find a more honest way of earning a living.

What is at the root of it all? I say most emphatically that it is not because the Football Association wishes to be unfair, but because the methods adopted by the richest sport-governing body in the world are basically wrong.

TO begin with, it only admits 92,000 to the Stadium, although Hampden Park, at Glasgow, a ground no bigger, holds crowds that exceed that number by 30,000. Official figures themselves show that 126,047 spectators went through the Wembley turnstiles in 1923, and the crowd was only too big by the number that swarmed over the gates.

The Football Association does not attend to accommodation itself. And so accommodation for 35,000 or 40,000 people is wasted, accommodation that would enable them to double the number of real football fans present.

Now let us see how those altogether insuffi-

cient 92,000 tickets are distributed. Oh, yes, the Football Association has a plan, and it is a plan aimed at providing football's all-the-year-round enthusiasts with the first chance of going to Wembley. But it fails because the Football Association's scheme is not carried out properly.

It prints the 92,000 tickets. Then, when it knows what two teams will take part, it issues 10,000 tickets to each of the teams concerned, and distributes most of the remainder among other football teams on the basis of what demands they are likely to encounter.

An admirable arrangement, you would think. So it is, on paper. But let us see how it works out, first making clear that we are basing these statements on what has happened on occasions in the past, and not impugning the officials of the teams that are to meet on Saturday.

Every football club of any importance finds itself faced with the distribution of a certain number of tickets. Naturally enough, the directors of the clubs have the chief "say" as to where those tickets will go. And, football directors being human beings, it is natural enough that a large number of them will be influenced by reasons other than the keenness with which an applicant has followed the club through good times and bad alike.

THE worst aspect is that there are directors who cannot resist an appeal for tickets from business customers—I won't put it more bluntly than that. And yet another is that many more of them are far too generous where their personal friends are concerned.

It needs only a few such abuses to turn what should be a good and equitable distribution of tickets into a really vicious system—and I maintain, most strongly, that these abuses are very far from being few. In fact, if the full truth were known, it would stagger some of those patient souls who wait so docilely, year after year, for just one Cup Final ticket as a mark of all the enthusiasm they put into the game.

What would be the ideal method? I don't think it is for me—or you either—to say. It has been suggested to me that the secretary of each club should be made responsible for the distribution, that he should give an account of his stewardship in that connection to the Football Association, knowing that if the information were cooked or his methods should seem to be bad the club would have fewer tickets allotted to it in future.

This and many similar suggestions made to me would involve too much detailed work, I am afraid.

What I would suggest is that the Football Association should call into being a committee made up of officials of clubs that deal with crowds ranging from 40,000 to 80,000. To begin with, these people would tell them how to increase the accommodation at Wembley by at least 30,000 and how to ensure that that space went to 30,000 genuine followers of the game.

Then it would be their job either to evolve a better and fairer method of allotting the augmented number of tickets or to remove the abuses which are attendant on the present system.



Home, Electric Home,

A Plan for the Nation . .

The M

JOHN BULL has indicted the electrical industry, meaning the 600 distributive undertakings—corporation and privately owned—through whom alone the electricity created by the £50,000,000 Grid scheme can reach the homes of the people.

In our two previous articles we have accused them (with very few exceptions) of inefficiency, backwardness, "profit-grabbing" and obstruction which betray the public interest and the fulfilment of that great Grid scheme which was to make electricity cheaply available to every home in the country.

We have drawn a picture of the mad chaos of prices, systems and supplies which exists throughout the land, and we have stated the cause and the truth which lies behind the housewives' light bill and the reasons why, for six million homes, there is no supply at all.

But it is not enough merely to bring charges and to apportion blame. It is necessary, too, to suggest the remedy. And we propose to do so.

At no price

Over and above all the makers and suppliers of electricity there are Four Men who can say whether this country is going to have the supply it needs or whether it is going to remain the patchwork muddle of extortion and inadequacy which it is at present.

They are the four Electricity Commissioners. It is up to them to make the middlemen, the distributors, put their house in order. How they can do it, we shall show—but what must first be done we shall summarise under three heads.

(1) All undertakings must provide adequate mains for all domestic purposes, cooking and heating as well as lighting.

At present, according to a recent national survey, there are nearly 3,000 miles of streets not cabled at all for electric supply! That survey, however, applied only to three-quarters of the existing undertakings in large urban areas with a population of 50,000 and above. The real figure is probably nearer 4,000 miles of streets where the houses cannot have any kind of electricity, at any price.

Furthermore, about one-third, or nearly 2,000 miles of streets in the large towns, are cabled for domestic lighting only. Many cables are old, inefficient and unable to bear any loads except a few lights in each house.

23 out of 600!

The big towns are the worst, headed by Birmingham, Manchester, Liverpool and Edinburgh, both with regard to cabling and development enterprise. Most of the undertakings in the country are in the habit of supplying services only when demand arises; they do not create it or anticipate it; they wait for the business until it comes to them.

Only 30 undertakings out of the 600 in the whole country could be rated as efficient by reason of the mileage they cover and their development. They are: Bradford, Bolton, Brighton, Carlisle, Glasgow, Grimsby, Guildford, Hastings, Hull, Kettering, Leicester, Norwich, Preston, Sheffield and York. In the London area there are Croydon, Fulham, Hackney, Hammersmith, Hampstead, Stepney, West Ham, Westminster, Willesden, Wimbledon, East Ham, Woolwich, Ilford, Walthamstow, and St. Pancras.

Here are two readers' examples showing

ing how the deficient mains services work out in the home.

"I have a house here near one of the newest estates," writes a Surrey reader. "The Grid pylons pass the end of our road. I went ahead having my house made all-electric, and at my own expense had nine points put down for electric fires and cooking apparatus. I bought several 3-kw. fires to put in drawing, dining and two bedrooms as well as electric cooker in the kitchen.

"When the supply company's inspector called to see about 'connecting up' he appeared surprised when I told him about my electricity arrangements. He asked in a frightened kind of way, 'How many of these fires are you going to have on at one time?' When I asked why, he answered that all I could use at one time was one fire, 'because the mains will not bear more, they are really for lighting only. One 3-kw. fire is the maximum you can have!' And this is 1935—with the £50,000,000 Grid working with ample power for all!"

Another letter from a Beckenham reader points out that he can only use one room of his house because of the expense of ordinary heating apparatus. "But this cannot be remedied with cheap electricity because the whole of this Council estate is wired with a buried, single-core cable carrying only 100 volts and able to bear a load of only five amperes."

No help at all

Yet another case quoted from Peterborough mentions the fact that ratepayers there had to find £30,000 so that a local power station could come on the Grid. Yet when the job was completed it did not help the ratepayers one bit. Although the power is now there, the ratepayers can only use a bare minimum, for lighting only, because the undertaking's cables will not bear more.

Finally, as one instance to show the position which obtains in most parts of the country, we can quote the recent case of the London and Home Counties Joint Authority, who, when they took over a lot of small undertakings in Surrey, had to lay down an entirely new distributive system over the entire area. The existing cables were useless except for lighting only.

The undertakings who are responsible for this state of affairs, who have refused to spend any of their profits on proper cables, who have in the past sat down flatly on any electrical development, must be permitted to behave so no longer.

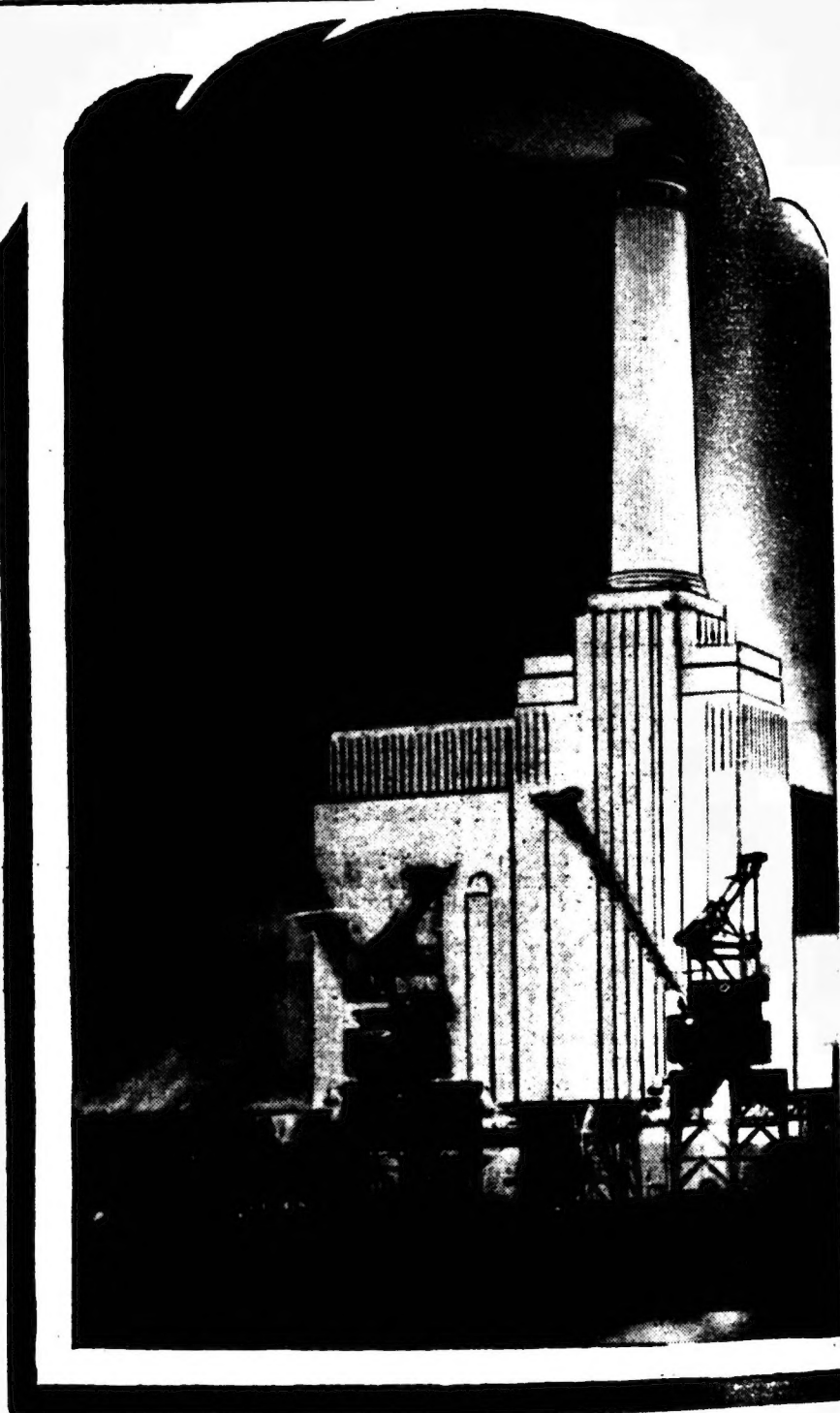
There is every reason now for an entire overhaul of the cable system throughout the country.

And now is the time to do it when copper is cheap, money is cheap, and there is a reservoir of 2,000,000 unemployed to draw on for the necessary labour.

(2) All undertakings must adopt a uniform basis for tariffs for the whole of Great Britain.

At present there are scores of differing charges dictated by local political considerations, by "grab all we can" motives, or because a particular tariff system is the local engineer's pet fad.

All this chaos must go by the board. The only standards must be the public interest and fair economical working. Twenty-five years ago there was a group of engineers of various undertakings who used to meet together for the interchange of ideas. They called themselves the "point five group,"



because even in those far-off days they could charge only 1d. a unit for electricity and yet make a profit on it.

Electric equipment for the home then was nothing like as cheap and efficient as it is to-day, yet those pioneers discovered, and proved, that to sell cheaply at one uniform rate was good for them and good for the industry.

Sold at a loss

This is JOHN BULL's suggestion for a fair system of charging: (a) Flat rates for lighting only should be not less than 4d. a unit.

It cannot be supplied economically for less for that purpose. But in some towns, big ratepayers who are large users in their shops and are strongly represented on the Council have brought pressure to bear on the Corporation undertaking to get much lower flat rates.

In other words, current is sold to them at a loss, but—somebody has to make up the loss. That "somebody" is the small householder, who has to pay far more than he should for "all in"

rates on domestic lighting, heating and power. A poorer class is thus compelled to subsidise a richer.

(b) "All in" rates should be uniform and lower. For all dwelling-houses there should be a fixed charge of £3 a year maximum, and thereafter 1d. to 3d. a unit maximum.

For the poorest classes occupying densely populated areas there should be a charge of 1d. a unit maximum, that charge paid through a slot meter, and to include the hire of complete electrical equipment such as cookers, fires, lighting, etc.

These tariff rates are not idealistic. They are all economically sound and are being demonstrated in actual practice, in places mentioned in previous JOHN BULL articles, by those undertakings which have had the public interest at heart as well as private profits.

(3) All undertakings must develop and maintain a proper organisation for selling electricity.

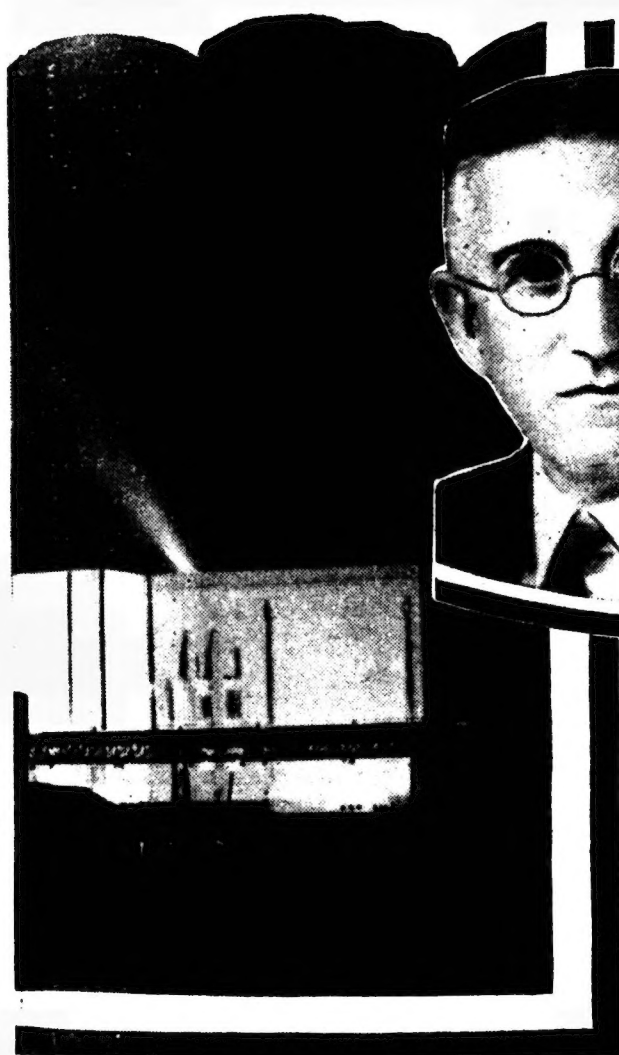
The housewife gets her big electric bills because the majority of undertakings make no effort to extend users—and uses—of electricity. The more consumed the cheaper it becomes.

But the number of concerns who run even reasonably equipped showrooms in

MIRACLE

Four Men

Can WORK



The great Battersea power station, grandly flood-lighted, is a monument to a huge industry which can—and must—become a boon to millions of homes...



... And the men who can do it are the Electricity Commissioners Sir John Snell (left), Sir J. R. Brooke, Mr. T. P. Wilmshurst and Mr. J. M. Kennedy

this country can be counted on the fingers of one hand. In the majority the engineer is also "general manager" and responsible for selling as well as supply and distribution. He often has not got the right mental equipment for this job. Also, nine times out of ten, such chief executives of undertakings are no longer young men. They have grown up with the engineering side of the industry, and now, when they are approaching retiring age, they are expected to master the entirely new technique of selling.

Miserable pay

Every undertaking should have a properly trained and paid commercial manager, with a competent staff of salesmen and canvassers, technically trained to demonstrate and sell domestic electric equipment, some of them experts on power and heating equipment for factories and large buildings. These people are at present almost non-existent in the industry. Enormous potential outlets for "juice" are undeveloped. The mentality of the industry can be gauged from the miserable wages they pay those few employees

who are at present working along these lines. The average rate paid to women, trained in domestic science, who demonstrate cookers, etc., is £1 to £1 10s. a week. The few firms who have grudgingly accepted the necessity for these workers do not so much employ them as ignore them. These workers can get no better because they are not organised into any trade union and because there is no market for their endeavours.

These three reforms outlined above: the overhaul of distribution, of tariffs and of sales organisation, is a certain cure for the present chaos in electrical supply of the country and the only hope of a proper fulfilment of the purpose of the Grid. But how is it to be brought about?

It is useless to expect the distributive undertakings to effect the changes themselves. The whole history of the industry, for sixty years, shows that there has been no progress until it has been pushed into it.

But the Electricity Commission could bring these changes about.

When reorganisation was first mooted it was left to the undertakings to come in voluntarily. But in the end, the Commission had to obtain powers to

compel them. The same thing which thus happened with regard to generation of current will now have to take place with regard to distribution. The undertakings must be compelled to set their house in order.

But how has the Electricity Commission, this Council of Four which was to modernise Britain, fulfilled its responsibilities in this respect?

It has powers under the 1919 Act to compel supply concerns to furnish statistics of finance and working. But it has never had proper financial figures. Only now, 16 years after it came into being, is the Commission getting the supply authorities to give it facts about distribution—details which are vital to the conduct of any basic industry. The undertakings have been left to do as they please.

The Commission has powers to advise the Minister of Transport as to maximum prices. It could have recommended uniform standards long ago. Instead, it has left the determination of tariffs to the undertakings. It has given no lead to-day, and so we have the present impossible chaos.

Powers unused

Finally, it has never made it its business to study fundamental problems in connection with the supply. Instead, it has been merely a vassal for the Treasury, taking up its time with detail matters concerning loans, etc. When it goes out after facts about the industry it controls, the Commission usually provides them years later. Its Report on Electricity Supply for 1932-33 is not out yet!

To give the Commission its due, it has never been allowed to use its powers. It cannot hire an office boy without consulting the Treasury. It sits on top of a vast and complicated industry worth

£500 millions and potentially worth double, and does not even employ an economist. Virtually the boss of its own province, it is in reality subject to obstruction and interference from most of the Departments in Whitehall. If there is a Minister of Transport in office who is interested in electricity, then the Commission gets a move on. When there is not, it stops.

The first move for the salvation of the electricity supply is that the Commission should be made independent like the Post Office, responsible only to the House of Commons. Then it must set up a Board to control distribution just as now the Central Electricity Board controls generation.

This Board could ruthlessly carry out the three reforms advocated by JOHN BULL. It must have power to take over undertakings which are being financially and politically misused—as many municipal concerns are to-day.

It must be!

It must have power to break up existing "holding companies" which are against the public interest, and break up the combined gas and electric undertakings as Roosevelt did in America a few weeks ago. Inefficient concerns must amalgamate or go out of existence.

Finally—again a lesson from America—it should be a central purchasing body, assisting research and design of electrical equipment. An example of the results possible here is the Tennessee Valley Authority, which brought the price of average domestic refrigerators down from £60 to £15 in a few months. As one item alone for industry, such a Board could provide a market in this country for one million cookers per annum.

But however the Commission applies the plan to clean up the distributive undertakings, we want it done. The Electricity Commission can and should carry out our three reforms of supply, charges and sales within a year or two at most; only then can the promise of the Grid be fulfilled, only then can the housewives of the whole country enjoy the modern miracle of electricity at a price they can afford to pay.

And if these four men cannot do it, then we want a Commission which will.



*crown your
pleasure with*

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You Can Keep the BOOK CLEAN!

DEAR Sir Thomas, —I am surprised that I find myself addressing to you an open letter. You are not the type of man who, as a rule, excites my interest or curiosity.

You are a very respectable politician, an Evangelical Churchman, and a lawyer who, after years in the House of Commons, has become Attorney-General. You are not distinguished in manner or appearance, although you have a certain gift of words on the platform and in the House. Normally, you would pass for an average Attorney-General. Your recent prosecution of William Heinemann, Limited, a most respectable firm of publishers, for issuing "Bessie Cottrell," held to be an indecent book—"The sole topic was the gratification of sexual appetite," you said in Court—marks you, however, as a man who seems determined to try to stem the outpourings of indecent books which, for some years past, has been a public scandal.

Now, I am not one of those men who usually object to frankness. I am myself frank, about sex as about other things. But, on the other hand, I am not deluded by the idea, which seems commonly held in "highbrow" circles, that the authors who, to-day, are expressing their frank opinions about sex in print are doing it as a public duty. They do it, most of them, merely for the reason that they want to make money. "I will write something that will sell," is usually what they decide. Then they proceed to write down as much as they think can possibly get past the publishers, and the police.

Although the subject of censorship is one of the most difficult things in the world, in this case, however, you were undoubtedly right, because, even Sir Patrick Hastings, who appeared for the

publishers, said: "Immediately the objectionable nature of the book was brought to their notice, they tried to get back as many of the 6,000 sold copies as they could, so that they could be destroyed."

For years, books have been sold containing plots and phases and scenes which could never have passed the Censor of Plays. I am frequently having brought to my notice books in which there are sentences that, before the War, could never have seen the light of print. Even Dr. A. J. Cronin's masterpiece, "The Stars Look Down," which indicts the conditions of mining life, is marred by the description of an adulterous scene, one which takes place in a church, and before the altar.

Now, Dr. Cronin's book is probably a novel that will go down into history. He might argue that he is describing frankly the sordidness forced on mining communities by economic stress, by the surroundings of slumdom. He, at least, might have a case.

"Let the public know the truth," may have been in his mind, when, after inquiring into it all, he began to write it down.

But I am afraid this is not true of most of the young men and women, who, nowadays, write about sex as though it were the only thing in the world, and as though they had just discovered it. Much of what they write is mere muck, salacious nonsense—what they call "frankness" is which most of us call



"dirt." And, of course, the fact remains—and this always has been true—that the really great circulations are obtained by novelists who steer clear of all this sort of thing.

As for these sex novels, an author who might otherwise sell 1,000 copies of his, or her, book, sells 5,000—by becoming dirty. He, or she, gets a reputation among the Cocktail Set or the Tight Young Things.

Yes, young women by the dozen who would have nothing to say unless it were nasty have been inflicting upon the reading public novels dealing with sex life that were as salacious as they were silly.

"Oh, have you read Wisby Washy's new book?" ecstatic young females have bleated.

And they have rushed off to buy it, revelling in descriptions of sex life that were especially intended to pander to their greed for prurience. The books have resulted in nothing except that they have been followed soon afterwards by imitations.

Meanwhile, the great problems of life, the mothers over-burdened with large

families, the children brought up in slum areas rife with disease and crime, the restriction of offspring by people most fitted to reproduce their kind, and an ever increasing number of births among the class that want public assistance—all these things remain problems that are ignored by everybody in the land.

And the serious authors get indicted with those who churn out muck.

If a man finds himself forced to say something bold merely because he feels it is his duty, his protest is lost among all the nasty nonsense and the semi-articulate bunk. The truth is that anybody can obtain a reputation by writing dirt, while it requires much greater qualities to make a name by being decent and respectable.

Yet, on the other hand, one must be careful about censorship. I remember the translator and publisher of Zola's novel, "La Terre," being fined, when I was a young man. To-day, revealing though that novel is, it would pass unnoticed so far as is concerned the part which caused the prosecution.

Then Shaw's play, "Mrs. Warren's Profession," which was banned for about 30 years, proved, when at last it was produced, to be the most ordinary story of nothing.

I should not like to be a Censor of any kind. Like all Censors, I should on many occasions be wrong.

Theoretically, there is no argument for a Censor. "Truth should be told" seems, when you first think of it, the obvious rule. But, the fact is that, once you give people an opportunity they take full advantage. For years, there has been pouring out from the printing presses of London a mass of literature that is filthy almost beyond description.

In prosecuting a firm with a great reputation, in choosing as the object of attack a publishing business that had been beyond criticism, you have done a very wise thing. Most of your predecessors have been content to make a seizure upon the premises of some obscure dealer of pornographic literature in a back street. You have struck high—and therefore you have struck doubly hard.

CANDID COMMUNICATIONS

Mr. E. ARNOLD WARD,
London

DEAR HEADMASTER,—You make me think there is something very wrong with our system of education when you complain that the idea of Safety First is killing the spirit of adventure.

"There is a thrill in narrowly escaping death on the road," you say. "A boy can tell his friends about it and boast of his smartness."

Tell your pupils of the maimings and the wrecked homes due to carelessness on the road. Surely they won't boast then!

JOHN BULL.

The BISHOP OF LONDON,
Fulham Palace

DEAR BISHOP,—No doubt some of our young people are posing when they ask, "Is life worth living?" But your proof that it must be a pose, because we were made to enjoy life, seems a little shaky.

Have you seen some of these lads "made to enjoy life" propping up street corners wearily because there's nothing else to do? They were made to enjoy life, yes, but life just won't let them!

JOHN BULL.

Mrs. ELIZABETH JANCEY,
Ashperton, Herefordshire

DEAR MADAM,—What would modern girls say if they had to start work at three a.m., look after the horse, and clean out the pigsty and stables? you ask, interviewed on your hundredth birthday.

I expect they'd grumble, just as you must have done!

JOHN BULL.

Supt. W. L. LOTT,
Malton Fire Brigade, Yorks

DEAR SUPT.—You are warned by your superiors that the fire engines must not

exceed thirty miles an hour when proceeding to a fire, and not, as you have always thought, go as quick as circumstances allow.

This is said to be in the interests of public safety, but apparently the safety of those trapped by flames need not be considered.

Are you feeling amused or—disgusted?

JOHN BULL.

DERRICK LAZENBY,
Talbot Street, Nottingham

ROGUE.—Five years may seem a long sentence, but it is little enough for you, who stole the savings of twenty-five unemployed men you appointed as "shop managers." And you asked the judge to take fifty-four similar cases into consideration.

At least you will have food in prison. But will there be food for your victims, refused unemployment benefit because you hadn't stamped their cards?

JOHN BULL.

Messrs. CADBURY BROS., LTD.,
Bournville

DEAR SIRS.—Over eight thousand of your employees are to receive the equivalent of a week's wages in national savings certificates—a Jubilee addition to your £50,000 centenary gift three years ago.

An excellent blending of munificence and patriotism!

JOHN BULL.

Mr. W. SPENCER,
Chairman, Ealing Bench

DEAR CHAIRMAN,—I have criticised your Bench on several occasions for its harshness. I am glad to be able to record now an example of splendid mercy.

When a seventy-year-old man was charged with stealing food worth 6d., it

was stated that his only income was 10s. a week pension, out of which he paid 6s. for rent.

In binding him over and promising to find comfortable and cheaper lodgings for him, you deserved his grateful thanks.

JOHN BULL.

Mrs. JULIA CLAYTON,
Stanley, Durham

DEAR MADAM,—I admire the unfailing patience you showed in nursing your injured father for nine years. Buried by a falling stone which fractured his spine, he survived until recently—largely, no doubt, because of your great care.

You are one of that large army of women whose self-sacrifice is rarely made known to the public, but who deserve the recognition given to other heroines.

JOHN BULL.

Wm. PARKINSON, West Hartlepool:
Your £15 fine for taking bets from boys of eight and ten not a penny too much!

—JOHN BULL.

Mr. JAMES GRIFFITHS,
South Wales Miners' Federation

DEAR PRESIDENT,—I am glad your Federation is going to add £20,000 to the Welsh owners' offer of £50,000 for a miners' pension fund.

The miner deserves the security of a pension more than any other class of worker, and I look forward to the day when such schemes will be put into operation in every mining district throughout the Kingdom.

JOHN BULL.

Mr. J. MARCHBANK,
Gen. Sec. N.U.R.

DEAR SIR,—Despite the success achieved by the Southern Railway

through electrification, the L.N.E.R. and the L.M.S. are both resolved to stick to their obsolete systems and ignore the damnable overcrowding which their customers have to suffer.

Maybe they are saving their reserve funds of £35,000,000 for a rainy day, but I agree with you that they are demonstrating their unworthiness of the trust the nation placed in them.

JOHN BULL.

Miss ELIZABETH EDMISTON,
Aberdeen Royal Infirmary

DEAR MATRON,—Let us wish success to the Albert Hall Ball on Jubilee Day in aid of the Nightingale fund for training nurses.

But I wish, too, that those responsible for such training would eliminate the drudgery which probationer nurses have to endure.

As you say, a girl goes to hospital to learn nursing and not to do menial tasks, yet under the present system she is practically a physical wreck at the end of the first year. Such a system is both harsh and stupid.

JOHN BULL.

Sir HENRY BRACKENBURY,
Institute of Medical Psychology

DEAR SIR HENRY,—You are right in saying that prisons would not be so full if offenders had been treated by scientific methods in their youth.

For years I have advocated the special study of the young delinquent so that he might be cured before he went too far downhill, instead of merely shutting him up in Borstal or an "approved school."

Let us hope that such treatment will eventually be adopted.

JOHN BULL.

In 6 Hospitals

AND NEVER SEEMED TO GET BETTER

War victim's terrible suffering from
CHRONIC GASTRIC AND OTHER STOMACH COMPLAINTS

Husband's long illness causes
WIFE'S NERVOUS BREAKDOWN

Yeast-Vite

Restored them Both to Health

NO heart can fail to be moved... no sufferer can fail to gain New Hope from the wonderful "Yeast-Vite" Triumph we publish to-day. Here, in the letter of a grateful wife giving thanks for her own, as well as her husband's restoration to Health and Strength, is revealed a real life drama of absorbing interest. It is a letter to be read and read again... a living and eloquent witness to the Wonderful Power of "Yeast Vite."

WIFE'S STEADFAST DEVOTION

BESIDES being an epic story of Health Restored and Lives Made New, it is also a heart-stirring tale of a wife's steadfast devotion to her suffering husband. One can imagine the way she tended and cared for him, until, worn out with the constant work and worry, she herself experienced the horror of a Nervous Breakdown! She paid the penalty which so many other brave unselfish wives have paid... the penalty which thousands even now are paying. If any are reading this... let them take hope from this dramatic story!

Imagine the misery in that home—with Wife, as well as Husband, ill and suffering. "It never ruins but what it pours!"

FROM BLACK DESPAIR

TO GLORIOUS DELIVERANCE!

BUT "The Darkest Hour Comes Before The Dawn." They decided to try the Marvellous effect of "Yeast-Vite"... the Wonder Tonic. And "Yeast-Vite" did not fail them. From Black Despair it brought them into the light of Glorious Deliverance... as it has brought so many thousands of other suffering ones. "Thank you," says this grateful wife... "Thank you once again for the happiness which 'Yeast-Vite' has brought into my home!" How fervently her letter ends!

Suffolk.
Dear Sirs,—My husband has been a great sufferer ever since the Great War through chronic gastric and other stomach complaints caused through the War. He has been in five hospitals in London and one in Suffolk but never seemed to get well.

Now he enjoys his food and gets good night's rest. I feel it my duty to write and thank you as I am sure it is only your most wonderful tonic that could have worked such a miracle and restored my husband back to good health.

I was very ill a little while ago. I had a very bad nervous breakdown through my husband's health. I could not get about. I was in hospital 11 weeks. I came home no better. I could not walk or get upstairs, so my husband said, "I think we will try Yeast-Vite," and I got a 1/3 bottle. We had the contents washed and not feel tired. I also walked 14 miles yesterday. I can say that Yeast-Vite is the most wonderful tonic in the world.

Yours gratefully,
F.S.



"Only your most wonderful Tonic could have worked such a miracle."

Yeast-Vite

Tonic Tablets, Sold Everywhere, 3d., 6d., 1/3, 3/- and 5/-



Yeast-Vite Brought Happiness Into Their Home!

—To the GASTRIC and the DYSPEPTIC it brings the Joy of Lasting Freedom!
—To the PAIN TORTURED and the NERVE WRECKED it brings Swift Relief!
—To the EXHAUSTED and DEPRESSED it brings New Life and Cheer!

HERE is the secret of "Yeast-Vite's" Wonderful Power. Each and every Tablet is an accurate scientific combination of Pure Medicinal Yeast (*Saccharomyces Cerevisiae*), Vitamins (especially the All-Important Health Vitamin 'B') and other tonic and recuperative elements as prescribed by leading Specialists.

From the first dose you feel Refreshed, Renewed, Revitalised. PAIN disappears. WEAKNESS is changed to STRENGTH. Life becomes HAPPY, JOYOUS... WORTH LIVING!

Your QUICK-HEALTH Time Table

FROM	TO	TIME
NERVE PAINS -	Glorious Relief	In 5 15 MIN.
HEADACHES -	Deliverance	In 5 15 MIN.
LASSITUDE -	Vim and Vigour	In 10 20 MIN.
DEPRESSION -	Buoyant Energy	In 10 20 MIN.
"NERVES" -	Steadiness	In 10 20 MIN.
INDIGESTION -	Keen Appetite	In 15 30 MIN.
EXHAUSTION -	Animation	In 15 30 MIN.
SLEEPLESSNESS -	Calm Repose	In 30 60 MIN.
RHEUMATISM -	Pain Relief	In 24 HOURS
CONSTIPATION -	Regularity	In 36 HOURS
IMPURE BLOOD -	Purification	In 36 HOURS

NO CURE-NO PAY

Simply obtain a 1/3 bottle of "YEAST-VITE" Brand Tonic Tablets, and if you are not THOROUGHLY CONVINCED of the WONDERFUL POWER, PERFECT SAFETY and TONIC PROPERTIES of "YEAST-VITE" return the empty carton to Irving's Yeast-Vite, Ltd., Watford, and your money will be refunded at once and in full without quibble or question.

NO occasion is apparently too sacred or honourable for exploitation by the cheat and rogue.

The Silver Jubilee celebrations have been seized by them as an opportunity to reap a big and dishonest harvest, particularly in the industrial areas of the country.

In London, the police plans—carried out under two of Britain's best detectives, Chief Constable Horwell and Superintendent Askew, of Scotland Yard—for the suppression and detection of crime in connection with the Jubilee have been made so perfect that, before and during the festivities, the Metropolis will well maintain its reputation as the safest capital in the world.

Every known crook, confidence trickster, jewel thief and the like is, and will continue to be, under observation during the period when London's wealth will be enhanced by millions. And every device to prey upon visitors has been noted and will be effectively countered.

Co-ordination of effort such as this by Scotland Yard has not, of course, been possible in the rest of the country, and it is in the large towns and cities of the provinces that the Jubilee celebrations are being most used as a pretext for robbery.

Specially audacious have been the activities of two individuals named Walter Symon and Frederick Jameson, who, under the guise of the National Tours and Hospitality Company, of High Holborn, London, W.C., have organised a supposed scheme to bring 60,000 visitors from the North and Midlands to London for the Jubilee Week.

A show room!

The fancifully named company is non-existent and the address in Holborn is merely that of an unfurnished room which Symon and Jameson rented for a few weeks. They have never occupied it but used it merely to give a semblance of genuineness to the plot by which they are finding victims and enriching themselves.

The methods of these two scoundrels have been identical wherever they have gone. Months ago, they entered into correspondence with motor bus companies and hotels and restaurants in London to obtain quotations for the transport and accommodation of the host of people who were to be the guests of the company for the Jubilee.

This was done only for the purpose of acquiring a collection of letters, brochures and other literature which they could show to prospective dupes as a token of the status and good intentions of the National Tours and Hospitality Company.

In each town they visit, Symon and Jameson take rooms at the best hotel and proceed to advertise for canvassing agents.

Every applicant for this work is tested



While the children wave their Jubilee flags, crooks are taking advantage of this joyous celebration to swindle parents

Three Audacious Gala Week FRAUDS

as to his means and required to pay, according to the estimate formed of his resources, a sum of £10, £20 or £25 as a security that he will not pass on any business to rival firms.

The appointed agents—they have been enlisted in large numbers all over the country—are told that the National Tours and Hospitality Company have arranged to hire 2,000 motor buses which will each carry 30 persons to and from the Jubilee celebrations. For an inclusive fee of £4 10s. or £5, according to the distance from London, the company, it is pretended, will provide travel, three full days' hotel accommodation, a seat on the route of the royal procession, and a series of conducted tours in and around London.

The canvassers, who are promised a wage of £3 per week and a commission of 7s. 6d. on each order obtained, are then sent from house to house to explain the scheme and to collect a deposit of £1 10s. from each person willing to take advantage of it.

Fantastic bonus

Before the end of the first week, when a payment of wages and commission becomes due, Symon and Jameson find an excuse to pass on to another town, taking with them, of course, the money received as security from their victims, who are left to carry on the work of finding clients until they realise they have been tricked and robbed.

It was almost inevitable that an occasion such as the Jubilee would not be passed over by the bogus charity-mongers. In every town the existing

spurious charities have all their separate schemes to deceive the public, but the worst and most extensive imposition of the kind is being practised by a completely fraudulent organisation named the Silver Jubilee Relief Fund.

Where this Fund had its origin is not known, but, week by week, its headquarters have been moved from town to town throughout the northern half of England.

At each place hundreds of collectors have been engaged on a basis of remuneration of one-half of the total sum obtained by each. They are provided with collecting boxes and subscription books which purport to show that Lord Victor Cecil and Sir Herbert Milroy, Bart., are the trustees of the Fund. There are no such persons.

Systematic house-to-house and shop-to-shop collections have everywhere produced an abundant harvest for the three tricksters conducting this scheme, who are known as Henry Dennis, L. O. Oldfoot, and Mrs. De Winton James.

The public is informed that the purpose of the Silver Jubilee Fund is to provide dinners and entertainments for the destitute unemployed and their families in South Wales, the Tyne district, and other areas, as well as picnics for their children during Jubilee Week.

Plot thwarted

With fine impudence, the promoters of the fictitious Fund last week approached the leaders of a Nonconformist denomination and were so plausible as to get provisional arrangements made for a financial appeal to be spoken from the pulpits and a special collection taken in the churches throughout Lancashire and Yorkshire. Fortunately, the alertness of a

clergyman prevented the execution of this part of the fraud. He asked to be supplied with the address of the central offices of the Fund, and found that the one given was that of a boarding house in Kensington, London, where nothing is known about either the Fund or the people conducting it.

The limit of callousness has been reached, however, by the Jubilee plunderers who are cheating children.

Large scale

This fraud, although the victims have been robbed of only a few shillings each, has been a very lucrative one to those who conceived it, because of the scale on which it has been carried out and the ingenuity with which it has been planned.

Two individuals named William Halliday and George E. Griffiths, posing as directors of an unregistered firm called Educational Distributors, Ltd., toured the principal towns, and in each appointed canvassers, whose job was to approach the headmasters of schools in working-class districts.

Each canvasser was given a neat pocket-knife with portraits of the King and Queen engraved on one side and the names and periods of the reigns of all the Kings and Queens of England on the other. It is a knife which any child would delight to possess, and is being produced in large quantities by manufacturers as a Jubilee souvenir.

But the canvassers of the mythical Educational Distributors were instructed to inform the headmasters that the Sheffield cutlers were giving the knives away without cost, and desired every child to receive one as a surprise gift on Jubilee Day. All that the headmasters were re-

quired to do was to get their pupils to write their full names and addresses on slips of paper supplied for the purpose and then to put the official stamp of the school on each slip.

Every headmaster, of course, agreed to help the generous scheme by doing so.

Weeks passed before Halliday and Griffiths carried out the final part of the fraud. Then, in every town where the trap had been baited, they sent out their canvassers to visit the homes of the school children whose addresses had been obtained so cleverly.

Cut them out!

When the parents saw their sons' and daughters' names and addresses in their own handwriting and the school stamp on each slip, they could not but believe that the canvassers were acting with the approval of the educational authorities.

They responded easily and freely to an invitation to pay three shillings down for the souvenir knife, which, they were assured, was only part of its value as it was to be made in a silver case. The arrangement was that the parents would receive the knives in time for presentation to their children on Jubilee Day.

Almost, needless to say, all trace of Halliday and Griffiths has since been lost, and the master cutlers of Sheffield have no knowledge of either Educational Distributors or of any orders for the supply of knives of the kind for the purposes represented.

Such despicable attempts to impose on the generosity and loyalty of the people would be quickly ended if householders who are approached with uninvited charitable or commercial propositions in connection with the Jubilee would communicate the facts to the police without loss of time.

NOT BAD for SEVENTY!

A GENIAL and benevolent-looking old gentleman of seventy-two, who speaks in a soft cultured voice, and who is always well groomed, is imposing upon people in different walks of life.

He uses many names and is at present specialising in swindling hotel proprietors and people in the wine and spirit trade.

A typical example of his roguery concerns an Essex shopkeeper upon whom the septuagenarian crook descended a couple of weeks ago.

He handed in a neatly printed card which purported to introduce him as being one of the salesmen of a leading London firm of wholesalers, and politely announced the fact that he was personally conducting a special tour among the company's clients to "push" certain new "lines" in which his firm was now

interested. In the end, the tradesman gave the old fellow an order for various goods, and, at his request, paid a proportion of the amount involved with the order. The supposed "salesman" wrote out a receipt for the cheque and, bowing his gracious thanks, made his departure.

When the client did not receive the goods, and days passed into weeks, he wrote to the firm for an explanation. The reply was the astonishing one that the grey-haired man had no right to use the name of the firm at all.

Scotland Yard are in possession of various cases in which money has been obtained in this impudent fashion, and, though he changes his aliases at will, the facts we have given about him should be more than sufficient to identify him in at least some of his future exploits.

FOR SMALL TRADERS,
SHOPKEEPERS.

BE YOUR OWN BOSS.

Cochrane & Sons help you to make money. Ladies' Pure Silk Hose, famous make, 12/9 doz.; sell at 1/6 pr. Gent's Heather 1-hose, 3/6 doz.; sell at 1/6 pr. Ladies' O.S. Interlock vests, 8/9 doz.; sell at 1/3 each. Hundreds of other bargains. Come and see us or write for Free Catalogue.—Cochrane's Wholesale Warehouse, 1, Thomas Street, Manchester.

FREE ILLUS. PRICE LIST to dealers and beginners for keen lines in Drapery, Hosiery, Hatterdashery (wholesale only).—LEVY BROS., Dept. A, 39, Houndsditch, LONDON, E.C.3.

PROFITABLE GOODS TO SELL, every kind, for Spare-time Agent and Shopkeeper. 176-page Catalogue free.—May (125), Birmingham.

88-PAGE 1935 Wholesale Drapery Catalogue, Post Free. Perfect and repeatable goods of Quality and Value. Keenest prices. All depts. Ladies', Men's, Child's, Household, Boots and Shoes. Satisfaction guaranteed. Write to—Myers & Co. (L. & H.), Ltd., 7, Trinity St., Leeds, 1.

KEEN Wholesale Price List Free. Smallwares, Hosiery, Underwear, Toilet Goods, Stationery, etc.—FOX BROS., Dept. J, 36, Thomas St., Manch., 4.

CLUB AGENTS, why not get your Drapery at Wholesale Prices, and have all the profits yourself?—Catalogue from ARCHERS, LTD., 44, CASTLE GATE, NOTTINGHAM.

Look into John Bull's "Shop Window" for real bargains and gift offers. See pages 2 and 3.

AGENCIES, CLUBS.

£5 CASH BONUS & Half Profit. Either Sex, any age, (eligibility) lines. Free m.s. Write for particulars. Lethbridge, Broad St. Chans., Bath, Som.

Look into John Bull's "Shop Window" for real bargains and gift offers. See pages 2 and 3.

EMPLOYMENT.

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NERVY and run-down? A free 48-page sample of WINCARNIS is offered on the back cover. Simply write to Coleridge & Co., Ltd. (Dept. 231), Wincarnis Works, Northwich, Cheshire, in stamps to cover cost of postage and packing, etc.

THE latest discovery for hair treatment. A free booklet and a special offer of a 10-day hair treatment appears in the Cheviot advt. on p. 35.

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BEST PRICES paid for Jewellery, Diamonds, Platinum, Old Gold and Silver, Antiques, Dental Plates (not Vulcanite). Valuable Property, etc. Nothing too large nor too small. Cash payment. BENTLEY & CO., 65, New Bond St., Lond. W.1.

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MISCELLANEOUS

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FREE.—Fill in the coupon in the Pearl Assurance announcement on p. 18 for particulars of how you can obtain a pension or provide for your wife and family's future protection.

IF YOU WOULD like to learn more about the rich vitamin nutriment that a plentiful of delicious creamy Quaker Oats contains, turn to the announcement on page 23. Quaker Oats is sold only in sealed packets to preserve their special flavour and to ensure absolute protection from dust and impurities.

HERE'S a unique FREE offer. A safe 48-page opener—the safest thing ever invented. This is offered in the Skipper advertisement on p. 23. Collect 6 Blue Skipper wrapper tops and send them with your name and address to Dept. 88, Angus Watson & Co., Ltd., Southall, Middlesex, and get one of these safety can-openers free.

FREE samples of CUTICURA Soap, Ointment and Talcum are offered in the advt. on p. 28. Simply enclose a 1d. stamp for postage and address Cuticura (Dept. 75.CO), New York, U.S.A., 31, Banner Street, London, E.C.1.

SEND for free sample tube of "Shaver" in modern method of shaving. Attach coupon and advt. on the back cover to your letter and address, with 2d. stamp for postage.

HAVE you read the open letter to P. Bennett, Mr. Bennett, of the Bennett Collection, on p. 23 on page 16? Do so now! A free copy of the famous book, "The Human Machine," can be obtained on application to the Bennett Collection.

£800 in cash prizes must be won. 1st prize £500 cash. 2nd prize £150, and others offered in the Nestle's Chocolate Competition on p. 31. Turn to this while you think of it. Many send in your entry. You can send your entry as you like, provided in the announcement the simple conditions outlined in the announcement.

YOU WILL APPRECIATE and enjoy Armour's "Very Best" Corned Beef for its tender, rich and savoury, and Armour's "Very Best" Ox Tongues—they're delicious. See page 27.

BREAD gives energy and the best foundation on which to build a sound constitution. Give it to the young folk—they need it. See p. 35.

FREE to women readers. Samples of Haire's Camomile Golden Hair Wash and Haire's Camomile Shampoo will be sent in return for 3d. stamp to cover cost of postage and packing on application to the firm whose address appears in advt. on p. 29, wherein the free offer is made.

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COXSWAIN J. Bensley (centre) and Coxswain W. Fleming, O.B.E., old servants of the Gorleston lifeboat, have both been retired on pension awards of 8s. 9d. a week



Lifeboat

NEARLY every day reports are published of courageous rescues carried out by members of lifeboat crews at storm-swept parts of the coasts. But few of the general public realise how poor is the pay of a lifeboat man, or how small is his pension when, after many years of life-saving, he is compelled to retire.

For instance, there is Coxswain William Fleming, O.B.E., of Gorleston-on-Sea, who has served 50 years with the lifeboats on the Norfolk coast, and recently retired. Coxswain Fleming, who is now sixty-nine years of age, has been responsible with other members of his crews in saving over a thousand lives at sea.

He was coxswain of the Gorleston lifeboat for 12 years, and second coxswain for 10½ years out of his total life-saving service of 50 years. This man who has looked into the very face of death scores of times as he has set out from Gorleston Harbour to battle through raging seas is now in retirement.

Will it be believed that the reward for his lifetime of heroism is a pension of eight shillings and ninepence a week?

Honours thick

This magnificent pension includes a special grant of £10 a year which is given to coxswains who have been awarded the gold medal of the Royal National Lifeboat Institution for exceptional heroism in saving life.

Coxswain Fleming, in fact, has gone into retirement with honours lying thickly upon him. It was not long since he was honoured by the King and presented with the O.B.E. at Buckingham Palace.

In a small drawer in his modest home, which is within a stone's-throw of the harbour, there are his gold, silver and bronze medals tucked away from sight. But for the fact that he won the gold medal in 1922, his pension would be only about four shillings a week!

Not that Coxswain Fleming is complaining about the smallness of his pension! The people whose indignation has been aroused are those who have known this quiet hero's lifetime of service in the lifeboats.

This opinion was expressed by a friend of the old coxswain: "Fleming is a man who has given his life to the lifeboat service. The stories of his bravery have often been in the headlines of the newspapers. He was known as 'Never-Turn-Back Fleming,' and the title was justly earned. The old coxswain is probably better pleased with that than any of the medals, presentations and decorations he has received."

But after 50 years of service in

saving life at sea he gets a pension of eight shillings and ninepence a week! What a mockery those medals and the O.B.E. must seem to him; but you won't hear him complain."

Another coxswain at Gorleston who has retired on a similar munificent pension is Mr. John Bensley, who is now aged eighty-two.

He has also given the whole of his life to the lifeboat service and was chief coxswain for 22 years and second coxswain for six years. His father was coxswain of the Gorleston lifeboat before John was out of the cradle, and as a youth of eighteen John Bensley first pulled an oar in the lifeboat.

Bensley lives with his married children in Pavilion Road, Gorleston, and this is just as well, as it would be impossible for him to live on his pension.

An excellent man, of fine character, this old coxswain still goes down to the harbour mouth when the lifeboat sets out on a voyage of rescue. "I wish they would let me go with them," he says. But advancing age keeps him out

of the boat. All he can do is to await the return of the life savers whose work he knows so well.

Honours have come to Coxswain Bensley as they have done to his neighbour Coxswain Fleming. He has his gold medal, the highest award in the lifeboat service, and his praises have been sung by those competent to judge his work.

No others!

And at the end of a life given to the lifeboat service he, too, is awarded a pension of eight shillings and ninepence a week.

Again, there is no complaint from this old weather-beaten seaman, who has risked his life again and again when wild seas have raged off the East Coast.

In the same town of Gorleston they talk of another man, Coxswain William Todd, who was coxswain of the lifeboat for 20 years and died in poverty.

Our criticism is not of the Royal National Lifeboat Institution but of a system that allows coxswains, second coxswains and bowmen who have given

Pitiful Rewards for Fifty Years of Bravery—



their lives to the lifeboat service, to retire on such niggardly pensions.

And it will probably come as a shock to the public to learn that no other members of a lifeboat crew are entitled to a pension at all!

It has been said of the Royal National Lifeboat Institution that it suffers from lack of voluntary workers, is dependent on human benevolence, and that the financial department of the organisation necessarily lives on the verge of a precipice, wondering whether the balance-sheet will balance.

We notice that the Institution has been appealing urgently to the public for funds, and we

can appreciate the difficulties of responsible officials. It is no light task to run such a large organisation on a voluntary appeal basis, and the need for a generous public response is painfully apparent.

It is clear that the whole system of life-saving at sea and the rewards that go to the men who risk their lives needs drastic revision and adjustment.

We have drawn attention to the cases of the two Gorleston veterans because they are typical cases of men whose lives have been given to the Service, and who in the evening of their lives receive such poor compensation.

Some aspects of this scandal were raised a few years ago. Sir James Sexton, in dealing with this subject, said: "I am convinced that great alterations are needed. For instance, the factor of safety requires increasing and the treatment of the gallant men who risk their lives willingly and at all times should be better."

"When one reads of the miserable pittance of thirteen shillings and ninepence a week being allocated to the widows of such heroes, it is surely time to demand that the nation should shoulder the fullest liability in the name of humanity."

As we have shown, the scandal is as bad as ever to-day, yet nothing is done.

We suggest that a public investigation into the whole question is long overdue.

— NO SUBSTITUTES —

Homely Wisdom—by

Canon R. J. Campbell, D.D.

THE warning has often been given to self-confident young people not to imagine themselves indispensable. One of the prominent public men of our time said last week that there was no place that could not be filled.

This was not an original observation: it has been made thousands of times in various ages and countries. One would think it could be taken for granted without repetition.

But can it? I am not so sure. Most of us are slow to believe it if we are doing well and feel ourselves of importance in our little world. A sharp knock to our self-esteem is no bad thing in such a case if we are inclined to take ourselves too seriously.

It may come as a humiliating surprise to a man to find how little he matters, after all, to a circle in which he played a conspicuous part.

Many a good fellow has had to undergo this unpleasant experience who certainly did not deserve it. Ask any of the ex-Servicemen who are still living in this semi-Jubilee year of King George's reign whether they ever expected, when they joined the Colours nearly twenty-one years

ago, to find their jobs taken by other men who played for safety.

This did not happen to all of them, of course, but it did happen to a good many whose hearts are still sore within them because of it. It was hard to come back from the fighting line, with health broken, only to hear that your place had been filled and that you did not seem to be wanted anywhere.

The facts were not quite so bad as they appeared, but they were bad enough to rankle and to be a continuous cause of bitterness in the minds of some fine men who are feeling lonely and growing old.

But realise this: There are places that are never filled. Strictly speaking, no one ever takes another's place, for each of us has his or her own value that is unexchangeable for that of anyone else.

And we can so make the most of our own personal value to the people who

know us best, that they can neither ignore nor cease to be conscious of it.

One man, inviolated from the war, and out of work almost ever since, tells me that he owes to his brave devoted wife a debt of gratitude he can never pay.

She earns what she can for both, but, as they are very poor, she walked some miles to and from her work every day for weeks in order to save the bus fare. She kept this a secret from her husband till she had gained enough to buy him a good packet of his favourite tobacco.

Nobody could ever fill that woman's place with the man she loves. That packet of tobacco is a sacrament.

No one ever fills a good father's place or a good mother's. Their influence lives for ever in the souls of their children. There is no complete substitute for it; and, however old you grow, you will never forget the hour when you had to bid farewell to a faithful, loving personality on whom you could always count.

You will never say that you have been able to fit another personality into exactly the same place as the one who is gone.

Live your life so that those who look up to you will be able to stand alone but never forget.



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BETTER TOBACCO AT
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8^D AN OUNCE**

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TRUE HAIR GROWER**

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Please send me one of your 100,000 "New Life" Hair-Growing Packages for which I enclose three pence in stamps.

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2 LETTERS

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Class Number
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86, St. Peter's Grove,
Canterbury.
17th Dec., 1934.

Dear Sir,

You may remember me as a pupil of your College, taking a correspondence course for the recent Civil Service Examination. The result of this examination has now been published, and I learn that I was fortunate enough to secure the top place out of over 1,400 other candidates.

I consider that this result reflects great credit upon your course and your tutors for their interest and their willingness to help me with my studies.

May I wish you the compliments of the season and every success in the future.

Yours very gratefully,
C. P. CAYLEY.

OPEN LETTER TO PARENTS

Dear Sir or Madam.—When your children first arrived they brought with them a wonderful lot of sunshine. Later you became proud of the intelligence they displayed, but still later you became anxious as to what would become of them in the future. Perhaps you were anxious when you visualised them as grown men and women. Even with plenty of money it is not always easy to select the right career, and a parent is sometimes inclined to ask advice of some relative and in ninety-nine cases out of a hundred that advice knows nothing at all about the possibilities of employment. Why not let me relieve you of some of your anxieties? In fact, why not let me be their Father? We do not profess to act as an employment agency, but the nature of our business compels us to keep an eye upon the class of men and women that are wanted and who wants them. There are some people who manufacture an article and put it on the market to sell. We do not do that, we work in exactly the opposite direction. We find out what employers want and we train our students to fill those jobs. We have to be experts in the matter of employment, positions and prosperity. If you have any anxieties at all as to what your sons or daughters should be, write to me, or better still, let them write to me personally—Fatherly Advice Department—and tell me their likes and dislikes and I will give sound, practical advice as to the possibilities of a vocation and how to succeed in it.

Yours sincerely,

J. Bennett

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TO STUDENTS LIVING ABROAD or on the high seas, a good supply of lessons is given, so that they may be done in their order and despatched to us for examination and correction. They are then sent back with more work and in this way a continuous stream of work is always in transit from the Student to us and from us to the Student, therefore distance makes no difference.

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MACHINE**
SECRETS OF SUCCESS

IT IS THE PERSONAL TOUCH WHICH COUNTS IN POSTAL TUITION



FOUNDED 1900.
Dept. 31, THE BENNETT COLLEGE, SHEFFIELD.

PEOPLE in all parts of the country have been swindled by a handsome and debonaire rascal, who makes flagrant misuse of the King's uniforms, sometimes posing as a Lieutenant-Commander of the Royal Navy and sometimes as an Army officer of high rank.

With something like thirty aliases this man has for months been touring the leading cities, following a career of crime at the expense of numerous dupes who are mostly of a class that can ill afford to be defrauded.

Our enquiries into his impudent operations enable us to reveal the fact that he is "wanted" in different names in more than sixty towns, which include Hull, Cirencester, Leeds, Newport, Hitchin, Rugby, Llanthegow, Dartford, Coulsdon, Redhill, Bournemouth, Mablethorpe, Grimsby and Newcastle.

In the assumed title of "Captain Anthony Bell," he strolled into a Bristol shop a few days ago and produced an important-looking document marked "O.H.M.S." He said that he was stationed at the local barracks, and that he had recently been appointed there for special work by that famous soldier, General Sir Archibald Montgomery Massingberd, Chief of the Imperial General Staff of the War Office.

According to the fanciful story he told, several new units were being sent to the Bristol area, and it was his job to prepare for their accommodation. He had been specially recommended to the shopkeeper by a customer, whose name he mentioned, as he had to keep down expenditure of the War Office funds that had been entrusted to him, and he hoped that the shopkeeper would meet him by quoting the lowest prices possible.

"Captain Bell," while he was talking, very craftily produced from the O.H.M.S. envelope, amongst other things, a cheque book, the cover of which was also marked "O.H.M.S.," and intimated that if the goods he finally selected were put in at the "right price" he would settle up there and then.

One of many

The shopkeeper naturally believed the "Captain," who is a very clever and plausible actor, and was delighted that he had the chance to participate in such a transaction. The goods were mostly of a type likely to be required by an officers' mess, and came to £59 odd.

When the various sums were totted up "Captain Bell" smiled, and jocularly said that the military authorities would be very pleased with him as they had sanctioned an expenditure of £70 on

A CROOK in the King's Uniform



"Captain Bell" masquerades as a Naval or Army officer, at will, and in these guises defrauds scores of unsuspecting people

this particular account. When the bill had been made out he produced a cheque which was already made out for £70 and endorsed with the name of a supposed War Office official over the words "O.H.M.S. War Office No. 2 A/C." "If you have not sufficient change," he said, "you had better give me a cheque for it."

The tradesman had change, however, and handed "Captain Bell" nearly £11, which he very carefully tucked away with the cheque book in his "O.H.M.S." envelope.

Then, after saying that it would be all right if the goods were delivered on the following day, he shook hands with the shopkeeper and drove away in the smart car which was waiting for him.

When the dupe a day or so later found that there was no "Captain Bell" at the local barracks, and that the whole story was false, he went to the police. Enquiries soon revealed the fact that scores of people have been similarly victimised in all parts of the country,

and that the cheque which had been negotiated in this case was one of many of this adventurer's forgeries now in existence.

Some of this impostor's victims are women, for he has an unfortunate attraction for the fairer sex. One is a young woman who some time ago received a substantial sum of money from a relative. She met Bell, or "Major Butler," as he was then known, at a charity dance.

He told her that he was a member of the permanent staff of the War Office, and that he was shortly expecting to take up an important post with the R.A.M.C. in India. The woman was particularly fond of travel and agreed to become his wife. Gradually, by various plausible stories, he obtained every penny she possessed and then disappeared, leaving her to discover that he was a cunning adventurer about whom endless complaints have been made.

At Bedford the other day he altered

his story, and posed as a doctor. He often does this if there are no military barracks within a mile or so, and regales victims with the tale that he is shortly settling down in the town, having purchased a practice. Then he orders goods for his supposed new home and manipulates a worthless cheque.

When one Bedford victim went to the local police she found that his photograph occupied a prominent place in the "Police Gazette," and that there were numerous warrants out for his arrest!

His aliases are endless, and this is not the first time he has been exposed in these columns. Actually he is a Canadian by birth who was brought to England as a child.

His parents died while he was still quite young, and he obtained a berth as a cook on a liner. He served in an infantry regiment during the war, and, being gassed in France, joined the Royal Air Force after the cessation of hostilities.

Jailed for fraud

After about eighteen months he was arrested for robbing a widow on the promise of marriage, and sentenced to fifteen months' imprisonment.

Since then he has been several times in prison for fraud, the last being for eighteen months, following a series of mean frauds upon women, and upon hotel proprietors and tradesmen of all classes.

On one occasion, when he fell into the hands of the police after a widespread police search had been made for him over a period of months, over forty different cases were mentioned in which he had either obtained money from infatuated women or from shopkeepers in the way we have described.

Several people, too, have complained to the police that he has swindled them in the guise of a lawyer.

A typical case is that of a woman who was approached by him outside a London police court. Knowing nothing of legal or police routine, she believed his story

Mother's distress

It so happened that her son had got into trouble with a rogue much older than himself and had been arrested. Bell told her that he thought he could get the lad off if it was made worth his while, and induced the woman to raise more than £20 for the purpose. When he had obtained the money he just disappeared, leaving the mother in greater distress than ever.

Often he hangs about police courts for the purpose of getting into touch with dupes of this type, and, by patiently enquiring as to what cases they are interested in, plays his "barrister" trick.

Sometimes, when masquerading in uniform, he has the audacity to wear the riband of the D.C.M. and Mons Star, though he has no right to either.

But it is in "ringing the changes" with cheques that he is most notorious, and, with victims from Land's End to John o' Groats, his arrest is much overdue.

It is to be hoped that this exposure of his brazen activities will not only put future victims on their guard against him, but that it will be instrumental in curbing his audacious masquerades as an officer of the King.

NOT FROM THE B.B.C.

HATS off to Mr. Will H. Hays, The Yankee film fans' Czar, Who spends laborious nights and days

To make each cinema A place where naught upon the screen Offensive to good taste is seen.

And lo! his task is harder now That British studios Are making tip-top films. Somehow (Though how nobody knows) They have, of late, in sundry ways, Brought pain acute to Mr. Hays!

When British films admittedly Were technically bad, To view them Yankee fans were free— Assuming that they had The wish to! Now they're classed "first rate." The Censor's ban may be their fate!

Is it merely a coincidence that Mr. Will H. Hays has acquired doubts regarding the good taste of British films just when

Hays' Fever

American film-goers have discovered their entertainment value?

Mr. Hays is paid a large stipend by the American film industry to look after the moral value of U.S. talkie fans, and he has lately found cause to take exception to a number of British films.

Those who have seen American pictures featuring "It" girls and opulent ladies who invite the world to "Come up and see me some time" may be surprised to learn that the British-made "Scarlet Pimpernel" film has been impugned on grounds of taste.

"Brewster's Millions" (British) has also been condemned for offending against the lofty standards inculcated by a long series of (American) gangster films.

"There is cleavage in Reel 1. There is cleavage in Reel 4. There is gross cleavage in Reel 8."

It was thus that Mr. Hays sternly commented upon one British picture, and it was only with the aid of an interpreter that the producers discovered that "cleavage" is American for "too low

evening dresses." As the condemned gowns were like those worn by our Victorian grandmothers in what was considered an age of rather excessive propriety, one wonders what will be Mr. Hays' feelings next time Mr. Cecil de Mille makes a picture in which Yankee cuties are shown taking part in a (more or less) "Roman orgy."

'Tis sad to say, but History Is very much to blame For sundry crimes against "good taste," Which well might cause those (say) in chaste

Oshkosh to gurgle "Shame!" Consider Fat King Hal the Eighth— His shocking private life Far Massachusetts might resent If (on the screen) he's not content With just a single wife!

If treated thus, our films might square With Mr. Hays' views; But, as they prosper more, they'll find Their p's and q's they'll have to mind— Especially their "queues!"



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£1,000 WON IN CROSSWORD COMPETITION No. 301.

In the above Competition, correct solutions were received from the following forty-five competitors, who share the £900 offered:—Anderson, M., Moynock, Moira, Co. Down; Archer, W. G., 145, Lynton Rd., Acton, W.3.; Batchelor, S. W., 22, St. Pauls Ave., Barry, Glam.; Blaylock, M., 11, High St., Brompton, Yorks.; Bostock, J. G., 25, Cross Flatts Terr., Beeston, Leeds 11; Chappell, Miss L., 397, Rooley Lane, Bradford; Coppins, J. J., 11, Dunks Green, Tonbridge, Kent; Cotter, L., Mulbarton, Norwich; Crowder, A., 215, Lockwood Rd., Huddersfield; Evison, E., Fen Drayton, Cambs.; Gallop, Mrs. M., 16, Alexandra Villas, Pinbury Park, N.4.; Goodwin, J. L., 12, Pembroke Court, Edwarles St., W.8.; Gray, Mrs., Caldbeck, Rotherford Rd., Radcliffe-on-Trent; Grills, Mrs. E. B., 35, Weymouth St., London, W.1.; Holston, H., 23, Lestherdale St., Stepney, E.1; Holloway, Mrs. P. R., 94, Percival Rd., Nottingham; Horrocks, W., 710, Liverpool Rd., Ainsdale, Southport; Houghton, Mrs. A., Lindum House, Hinkley, Leics.; Hunt, A. R., 117, Kingsley Ave., W. Ealing, W.13.; Isherwood, H. B., 8, Laburnum Rd., Farnworth, Lancs.; James, W., 31, Alban Terr., Cymmer, Port Talbot; James, W. H., Ormeau P.O., Abercromby; Kenble, G., Royal Artillery Band, Aldershot; Kelley, A. J., 148, Samuel St., Woolwich, S.E.18.; Kirby, J., 8, Clara Place, Woolwich, S.E.18.; McKevitt, Mrs. A., R.R.N., Castle Hill, Carlingford, Co. Louth; Mansell, G., 484, Bury New Rd., Kernal, Manchester 7; Marchant, E., 57, Brentry St., Fishponds, Bristol; Miller, T. W., 9, Woodland, Sutton, Surrey; Noblett, Miss A., 35, Allert Rd., Barnsley; Palmer, A., 1104855, H.M.S. Anthony, C. 6, P.O., London; Phillips, E., 22, Richmond Rd., Abertillery, Mon.; Pinner, J., 7, Edcourt Rd., Fulham, S.W.6.; Richards, R., 23, 14, Buckland Ave., Maidstone; Rogers, C., 3, Alders Ave., Chisle, Ches.; Senior, Mrs. G., 37, Wooley Hill, Kelly Oak, Birmingham; Stanley, Cpl., Cpl. Mrs. R. A. P., Henlow Camp, Beds.; Stoner, A., 21, Council Cott., Lee St., Huxley, Surrey; Timms, E. H., 54, St. Williams St., Stratford-on-Avon; Watson, G., 1, College Rd., Cranleigh, Surrey; Whitaker, R. S., Tormohun, Totteridge Crea., High Wycombe; Wiggins, M., 17, Fielden St., Chorley, Lancs.; Williamson, T., 78, Vicarage Rd., Adaswood, Stockport; Wright, D., 37, Chester Rd., Gillingham, Kent; Wyatt, C. L., Wind Height Cott., Sevenoaks, Kent.

To each of them, subject to the conditions of the Competition, a cheque for £20 will be sent.
Fifteen of above winners had one error only on square adjoining successful solution; accordingly they divide 34 Guineas, the value of Radio-gramophone Bonus, as offered.
Any other entrant who claims to have sent a solution eligible for a share of this Prize must demand a scrutiny by First Post, Tuesday, May 7th, sending £1 "Scrutiny Fee," copy of Solutions and Postal order number. Envelope to be registered, marked "Scrutiny" and addressed to the Competition Editor of "John Bull."
No scrutiny can be undertaken in connection with the Award of £100 to Runners-up. This Prize has been divided between 301 competitors from whom we received solutions containing one error, and who will each receive 5s. 2d. A list of these Runners-up can be seen at the "John Bull" offices, and all have been notified. A "Crossword Season Ticket" containing 50 Free Entries in our contest will also be sent to every Runner-up who submitted two 6d. coupons in the same envelope. Surprise Awards were won by 1,833 competitors who submitted solutions containing two errors.

A short cut to independence



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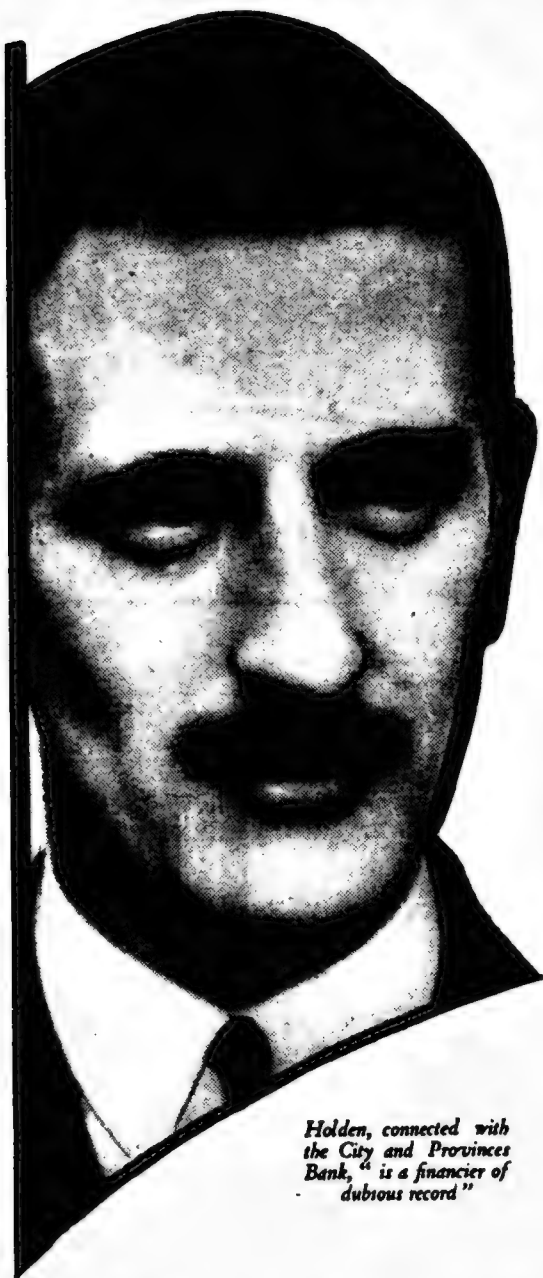
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WEEKLY INFORMATION FROM SIR WYNDHAM CHILDS

BANK No One
Should TRUST

Holden, connected with the City and Provinces Bank, "is a financier of dubious record"

SHARING the same suite of second floor offices at 11/12, Fenchurch Street, London, is a strange trio of business enterprise.

The names forming this fellowship are:

Napier, Ward, West and Co., valuers, appraisers and accountants.

City and Provinces Bank, Ltd., finance company and issuing house.

The Enterprise Trust, Ltd., investment bankers.

It is to the first of the three that I wish to direct chief attention in this article, although I shall have something to say in criticism of the other two.

Quite obviously the three are closely allied. Not only do they occupy the same rooms, and have common use of one telephone number, but Mr. J. L. West, the head of Napier, Ward, West and Co., is also a director of City and Provinces Bank and the Enterprise Trust.

Lately an intensive advertising campaign has been carried out by Mr. West in the provincial newspapers, making what appears to be an attractive offer in these terms:

"Own your own BUSINESS. We buy it for you, repay by easy instalments."

That Napier, Ward, West and Co. are in touch with a large number of clients is proved by the fact that my department has received enquiries and complaints about the methods of the firm from many parts of the country, including Bridgend, South Wales, Bradford, Sheffield, Shipley, Southall, Middlesex, Eastbourne, Sevenoaks, Ilford and Enfield.

When any person swallows the Napier, Ward, West advertisement and writes for information, a letter is returned stating: "As our function is to act as intermediary between borrower and lender, we cannot undertake to select a

suitable business for you; but on your submitting particulars and purchase price of any business you propose to acquire, we undertake to investigate same on your behalf and advise you impartially.

"Should you decide to purchase on our advice, we can arrange the necessary finance at a net interest charge of 7 to 10 per cent., the sum being repaid by you by easy instalments, spread over several years if required."

Before, however, anything is done for the customer, Napier, Ward, West and Co. require in advance a minimum fee of three guineas on a business offered at any selling price up to £1,000.

I have frequently pointed out the dangers and disadvantages of this "fees in advance" system in regard to business transfers, and the evidence now before me emphasises that warning.

Here are some facts which throw light on the practices of Napier, Ward, West and Co.

One man paid a preliminary fee of £3 10s., and, when investigation of the business he desired had been carried out, was told by the firm that their principals, City and Provinces Bank, Ltd., would advance £850 on the business, but only on the condition that their client paid the balance of the purchase money—£750—to the City and Provinces Bank.

The man declined to do that, but what he did was to pay the £750 to the agent at Brighton who was offering the business for sale.

Thereupon Napier, Ward, West and Co. refused to carry on with the promised advance. They said the money must be paid to the City and Provinces Bank.

In another instance, no less than £78 3s. was deposited by a client in the offices of Napier, Ward, West and Co., and the "bank," and then again there was a refusal to continue with the negotiations.

No redress

A cheque for £69 1s. was returned to the client, but the balance was retained.

It is interesting to trace this particular negotiation through from its beginning to the end, for the whole procedure throws light on the methods of Napier, Ward, West and Co.

First contact was opened between the client and the firm in October of last year. There followed a considerable amount of correspondence in which the value of the services of Napier, Ward, West and Co. was emphasised.

Letters passed backwards and forwards. All manner of conditions were imposed by Napier, Ward, West and Co. before they could recommend to their principals "City and Provinces Bank, Ltd.," the purchase of the business.

A life insurance policy had to be taken out by the buyer before any advance on the purchase price could be entertained.

This was done, and the first premium paid. Then various difficulties were raised about the completion of the deal.

Correspondence dragged on, week after week; the prospective buyer always expecting that the money for the purchase of the business would be forthcoming.

At the end—on the last day of February—a letter was sent to the client in the following terms:

"We have to-day received instructions from the City and Provinces Bank, Ltd., that they cannot see their way to finance you in the proposed transaction."

From October to February, and then nothing done.

A statement of account was sent to the unfortunate client, and he found to his dismay that he had been debited to all manner of charges.

Out of pocket

He had lost all chance of buying the business he wished to acquire, and he was seriously out of pocket to Napier, Ward, West and Co.

Other cases could be quoted of people who have paid fees to the firm and have been left very much "in the air." This, to me, is not surprising when investigation is made into that office at 11/12, Fenchurch Street.

The City and Provinces "Bank," Ltd., is, I find, a small private company, formed to carry on the business of a finance company, investment trust and issuing house. It is not a bank in the commonly accepted sense of the word.

Enquiry at Somerset House shows that it was registered in October of last year, with a nominal capital of £5,000; out of which 43 ordinary and 399 preference shares have been issued.

The preference shares are all held by the Enterprise Trust, Ltd., while of the

ordinary shares twenty are in the name of John Leopold West—the proprietor of Napier, Ward, West and Co.—and twenty owned by Wilfred Herbert Holden, of Bronsom Hall, Newbold Pacey, Warwickshire.

Those two men, West and Holden, are the directors of the "bank" with Thomas Evans, described as an accountant, who holds one share.

Now of Holden, who is one of the principal figures at the Fenchurch Street establishment, I know a great deal.

He and his Enterprise Trust, Ltd., have been exposed on former occasions in the columns of JOHN BULL. The man is a financier of dubious record. On one occasion he had the temerity to bring an action for alleged libel against JOHN BULL after the paper had warned the public of his activities.

When the action had been entered for hearing before Mr. Justice Swift, Holden took the better part of valour and did not proceed. He ran away, thereby accepting the implication of all that was said in criticism of his methods as a director of the Enterprise Trust.

Otherwise it would have been interesting to have seen Wilfred Herbert Holden, of Bronsom Hall, in the County of Warwickshire, in the witness-box under cross-examination.

In my view, Mr. J. L. West and his firm, Napier, Ward, West and Co., cannot escape from the liabilities of their association with Holden and his dubious companies.

Most strongly would I add this advice: No one, in any circumstances, should have dealings with Napier, Ward, West and Co., the City and Provinces "Bank," Ltd., or the Enterprise Trust, Ltd.

The whole combination on the second floor of 11/12, Fenchurch Street, is clouded with suspicion. It is just a device for easy money-making by imposing on the unwary.



THE HUMAN MACHINE FULNESS of LIFE

"ENERGY," wrote that great scientist Francis Galton, "is the capacity for labour. It is consistent with all the robust virtues, and makes a large practice of them possible. It is the measure of the fulness of life: the more energy the more abundance of

it: no energy at all is death."

If you were to look around and try to determine which factors most make for survival, either of individuals or of nations, you would find that energy came very near to topping the list. It is probably not too much to say that energy—the capacity for labour—is the hallmark of the highly civilised races.

The power of man to envisage a goal and work towards it day and night till he attains it is not within the grasp of the African savage.

It is not, in our sense of the word, within the grasp of the Oriental. "To-morrow is also a day" is the motto of all the more backward races of the earth.

The ability to work intensely and intently is a characteristic of Western civilization. We who can do it with a good-humoured smile and a shrug of the shoulders, are the favoured ones of Nature. For otherwise the stresses and strains of life would overwhelm us.

Listen to Galton again: "The only important matter is that all the faculties should be kept working to prevent their perishing, by disuse."

"Very simple stimuli will suffice. Even that of fleas will go a long way! It is a matter of observation that well washed and combed domestic pets grow dull: they miss the stimulus of fleas."

You can pick where you will—successful careers have always had a foundation of hard work, intense energy and unremitting devotion to the task at hand. There is no other way.

And it is profoundly true that what the indolent and incapable regard as hardships and injustices are what the born workers regard as the "fleas" that spur them to renewed efforts.



Mrs. Pankhurst carried off during a Suffragette demonstration



Mr. MacDonald leaving Buckingham Palace as the first Labour Premier



Mr. Lloyd George at the height of his fame

By A. G. G. A JUBIL Rol of Hor

ON the eve of the celebration of the Silver Jubilee it is fitting that we should remember the men and women who have helped to make King George's reign illustrious. It is not an easy task. Great men are like great mountains. You have to see them afar off to realise their magnitude. Those who make the most noise in their own time are seldom those whom history crowns.

When Augustus ruled the world from Parthia to the English Channel, no one could have guessed that the mightiest Personality on earth was to be found in a village in the little Roman province of Judea. In the days of "Good Queen Bess," people would have laughed if they had been told that the greatest power in the land was a play actor named Shakespeare at the Globe Theatre. And also in George III's reign, seeing a heavy, lumbering figure coming out of Bolt Court into Fleet Street, who would have guessed that a hundred and fifty years after the world would talk more about Dr. Johnson than about all the celebrities who filled the public eye in the eighteenth century?

Three women

Time alone will show who are the master minds of George V's reign, and I shall not attempt to anticipate the judgment. My purpose is the more modest one of suggesting a Georgian Gallery most representative of the activities of the reign as we who have lived through it see them. I claim no finality for the choice. Each of us can "carve for himself," according to his own estimate of men and events.

Place aux dames! I have three women in my Gallery of Representative Georgians, and I ask you to salute them first—not merely because they are women, but also because they are peculiarly the symbol of this most revolutionary reign. The note of the reign is convulsion, transition, upheaval. Nowhere is

that note more emphatic than in the case of women.

The greatest social fact of the reign is their emancipation. The discrimination which, since the dawn of history, had made man the superior and woman the inferior sex is as dead as Queen Anne, and women have won their equality, politically, socially, economically and legally. Of this vast revolution political enfranchisement is the keystone.

Hence I present to you as my first representative figure of the reign the tired looking, sad-faced little woman who conceived and engineered the amazing campaign that won freedom, citizenship and equality for women.

Who will forget those days when the Amazons descended on us with their war cries of "Votes for Women" and "Deeds, not Words"? They got inside the halls. They lashed themselves to the railings and the door knobs. They besieged Ministers in their homes and mobbed them abroad. They broke up meetings and murdered the orator's best periods. They marched on Parliament in battalions; they stormed it in furniture vans; they penetrated the keyholes. Policemen watched the river for suspicious craft lest they should scale the Terrace; they watched the skies lest they should descend by parachute from the clouds.

Icy passion

And behind all this tumult were the mind and will of Mrs. Pankhurst. She was personally unlike the tempestuous movement she created. Her passion was icy and controlled. She spoke quietly in a monotone as if she were soliloquising. Her sombre face expressed impersonal pity and appeal; her sad lips delivered the agony of a sex. It was not a woman's voice: it was the voice of woman pleading from all lands and through all the ages. Judged by her achievement, she is the most potent woman revolutionary, not only of the reign, but in our history.

And as the most visible expression of her victory, let us salute the neat, trim little lady in the black dress whom you will see and hear if you go into the House of Commons. Lady Astor is not remarkable merely because she is the first woman who ever sat in the British Parliament. She would be remarkable anywhere, from running a coffee stall to running an empire. Her qualities are not of the head, but of the heart and the spirit. She plunges into the

public fray with the audacity and gaiety with which, as one of the Langhorne sisters, she careered in youth over the Virginian pastures. She is not a modern feminist with a sex grievance.

Indeed, she is old-fashioned in her outlook and tastes. Not only does she neither smoke nor drink, but she loathes those habits and wages ceaseless war against the brewers in and out of Parliament. And though she was the first woman to enter the House of Commons, I fancy she will be the last woman in England to bob her hair. She does not want women to imitate men, except in one thing—their freedom from the vagaries of fashion. "They do not change the length of their trousers every two years," she says, "as women change the length of their skirts."

Her wit is devastating and scorches both friend and foe. But there is no malice in it, and the House delights in her, for whenever her "View-halloo" is heard there is always the assurance of sport.

And her courage is equal to her wit. When, while speaking in Glasgow, the Communists tried to howl her down, she started singing "Keep the Home Fires Burning" with such enjoyment of the fun that she silenced the uproar and won a hearing.

A day in her life, any day, is more full of motion and excitement than a day at a fair, and it may be said without disrespect that she is "hail fellow, well met" to all the world. She is nominally in the Tory fold, but she leaps the political hurdles as lightly as she will take a five-barred gate in the country, and her Party has long ceased to hope to discipline so independent a mind. She is as ready to back Mr. Lansbury if she thinks he is right as she is to back Mr. Baldwin, and she has declared that she would go to Timbuctoo for the joy of fighting a brewer.

An amazing woman. If her wit and high spirits had been coupled with discretion and judgment she might have been the first woman Prime Minister as well as the first woman M.P. But then she would have ceased to be the unique "Nancy" Astor who is a law to herself and a delight to everybody.

For my third choice I shall not go to Parliament, the stage or the arts. I shall go to the realm of adventure, and adventure in a medium whose development is one of the chief features of the reign. When George V. came to the throne

aviation was still in its infancy. The war gave it a sensational stimulus, but it was not until after the war that bold adventurers, men and women, began to skip over oceans and continents.

Perhaps the most memorable flight of all was that of an American, Col. Lindbergh, when he made the first solo flight across the Atlantic.

But this country has had its great adventurers, too, and the chief place goes to the woman who first had the daring to conceive of flying alone from England to Australia, and the courage and skill to accomplish the feat. It was, in my view, the outstanding act of high, sustained and lonely bravery of the reign, and as such I claim for Amy Johnson, now Mrs. Mollison, a place in the gallery of representative Georgians. There is little to say about her beyond her



Sir John Reith

Lord Nuffield

Lady Astor



Lord Haig during the war

G. Gardiner

A BIBLEE Roll Honour

great adventure, but that is enough to put her among the Immortals of the Air.

Let us turn to the men who have caught the limelight of the reign. The overshadowing event of that reign is the World War. Who emerges from that vast tragedy as our representative man? There was no Marlborough, no Wellington, no Clive, Wolfe or Cromwell.

And the reason is plain. The day of the Cæsars and Hannibals and Napoleons has gone for ever. The swift movement of small professional armies, with its possibilities of surprise and decisive overthrow, has given place to the slow, grinding war of attrition, in which the motive is not so much the capture of positions as the exhaustion of the life of nations.

In this new kind of warfare there is no place for the romantic hero. A

century of scientific discoveries has made the scientist, the chemist and the engineer rather than the soldier the real potentates of war. The man who can invent the most deadly gas is in future more important in war than any Hannibal or Napoleon.

I include Lord Haig in my gallery, not because he was a soldier of genius, but because he showed that, in the modern conditions of war, he was the man for the job. He was the only commander of any army who lived through the mighty ordeal unshaken, and he emerged with a victory as complete as any in history. He made mistakes—all war is a record of mistakes—and has been attacked often justly, often cruelly and most unjustly, especially by the politicians. But no criticism can rob Haig of his victory or of his place in the Roll of Honour.

As to the man who has caught most of the limelight of the reign, there will be general agreement. In this respect "the Little Welsh Wizard," as Lord Northcliffe called him, leads the field. Mr. Lloyd George's gallop through life has been as thrilling and variegated an adventure as any in history. During the war he attained a height of personal power unprecedented, perhaps, since the days of Cromwell, and if at the end of the war this country, like others, had plunged into revolution, he would have been our Hitler or Mussolini. He would have enjoyed it, for he loves action, dislikes sharing power with anybody, and has an unequalled gift for putting his rivals into cold storage.

There has been no more brilliant demagogue since Cleon, and he early realised that the way to power was through the Press. No statesman ever knew so many journalists, and they repaid him his attention with "hosannas" that would have made the angel Gabriel blush. There is a widespread belief that he was the man who won the war, and he has written volumes of "Memories," from which it would appear that he had little help from anybody else.

Personally, I am less confident that he won the war than I am that he prolonged the war, and that he, above all others, Lost the Peace. But he is a great and gifted man, and is sure of his place on the Roll of Fame.

If I choose Mr. MacDonald as my other representative figure among the politicians, it is not because I think he is a greater man than Asquith or Mr. Baldwin. He is inferior to both, especially to Asquith, in reach of mind, grasp of

Amy Johnson
(Mrs. Molison) at
the end of her great
flight to Australia

great problems and disinterestedness of aim.

But he is significant as the symbol of the greatest political event of the reign—the emergence to power of the Labour Party. With Mr. Arthur Henderson and Lord Snowden, he was the chief architect of that Party, and there are few stranger stories of the reign than the rise of this sombre and lonely figure from the depths of the war years, when he was regarded as a sort of Public Enemy No. 1, to the highest position in the State, the leadership of successive Governments and the control of great policies on which the destinies of the nation depend.

Once a foe

The Dominions must be represented in the Roll of Honour, and I suppose we shall agree that General Smuts fills the bill. His life, too, is a romance. Warrior, statesman, lawyer, philosopher, he represents in his own person the most splendid triumph of British statesmanship—the reconciliation with South Africa. He began his career as our foe in the battlefield, and became one of the most brilliant of our generals in the war, and later a most trusted member of the inner Cabinet, and the one wise and far-seeing mind that represented the country at Versailles. Would that we could have kept his great gifts at the service of this country!

Literature and the arts have thrown up few outstanding figures, but the evergreen Shaw has reached his zenith in the reign, and he claims a place in the Honours List as the man who has had more influence on the thought of the time than any other writer. Whether that influence has been more good than bad is open to question. He has talked more sense than any man of his time, and he has also talked more nonsense than any man of his time. But he has made us think. He has kept us amused. He has given us an intellectual drama. And, in spite of his perversities and absurdities, I reckon him on the side of the angels.

Who is the representative man of the reign in the realm of religion? That realm, too, has been convulsed by these terrific years, and the figure that emerges from it is at once revolutionary and reactionary—a Greek philosopher in the gaiters of an English dean, a religious mystic whose social gospel derives from Nietzsche rather than from Nazareth, a scorner of democracy and a foe of the sentimentalism of religion calling men to the Kingdom Within and the life of the spirit.



Charles Chaplin, the man who made us laugh while the world was war-mad

Dean Inge has been wittily described as "not a pillar of the Church but two columns in the *Evening Standard*," and his scariying tongue and pen must have given the hierarchy of the Church sleepless nights. But he is an authentic voice of these troubled years. Like Shaw, from another angle, he has made us think and dig down beneath our formalisms and orthodoxies to the foundations of human society.

My next nomination is connected with what history may regard as the greatest event of the reign, greater even than the war. I remember quite vividly the first time I heard the word "broadcasting" in its now popular meaning. A friend, returned from America a year or two after the war, said that that country was talking and thinking of nothing but this "new toy." To-day the new toy is the most powerful instrument of culture and human intercourse in the world. Nowhere has it been developed on wiser lines than in this country, and this we owe largely to that son of Anak with the beetling brows, Sir John Reith. No one, I imagine, can be quite so formidable as Sir John looks, but that he is a masterful person all agree. Let us be thankful that we had so strong a hand at the helm when this vast power was taking shape.

He kept us sane

Two places remain to complete my Eminent Dozen. I give them both to representatives of two of the greatest growths of the reign—to Charles Chaplin, whose incomparable buffooneries helped to keep the world sane through the madness of the war, and William Morris, who, when the King came to the throne, had just left his cycle-repairing shanty by New College, and is now Lord Nuffield, the first to challenge the empire of Henry Ford in the provision of motor-cars for the million.

There is my selection for the Jubilee Roll of Fame: Mrs. Pankhurst, Lady Astor, Amy Johnson, Lord Haig, David Lloyd George, Ramsay MacDonald, General Smuts, Bernard Shaw, Dean Inge, Sir John Reith, Charles Chaplin and Lord Nuffield.



Dr. Inge

Shaw in his prime

Gen. Smuts



Schoolmaster: "This is the second year you've won the prize for regular attendance. Your mother must be very proud of you."

Scholar: "She is, sir. But she says I'm never ill because she keeps the home so bright and healthy with Mansion Polish."

The regular use of Mansion Polish ensures the highest possible standard of floor cleanliness. 'Mansion' removes the dirt and gives a brilliant finish. Its antiseptic properties destroy harmful dust germs. Use 'Mansion' for your Stained or Parquet Floors and Linoleum and ensure a healthy and polished home.

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A BRIGHT AND HEALTHY HOME IN EVERY TIN
In Tins, 3d., 6d. and larger sizes.

Also LIQUID MANSION
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GREASY COMPLEXIONS STEADILY GROW PERFECT

In the past women with greasy skins have attempted to conceal the shine by heavy applications of powder which actually increase the excessive flow of grease by enlarging the pores. Now comes "Staymat" Face Powder specially made to check excessive skin grease as well as making it non-shiny.

Even the greasiest skin rapidly improves if you powder regularly with "Staymat" and you will always have the smooth matt complexion which is so smart and attractive. "Staymat" contains no starch, zinc or orris, as all these customary ingredients create enlarged pores, irritation, blackheads, etc.

"Staymat" does contain both Peroxide and Magnesia to reduce enlarged pores, tone up the skin and check acidity. "Staymat" is more than a smart powder—it is a complete Beauty Treatment and it 'goes' on perfectly—even over old make-up.

STAYMAT
POWDER FOR GREASY SKINS 6" P3 & 2"

The SUIT that WALKED Away

AS manager of an outfitter's shop in an industrial town in the North of England, I think I can claim to see life from an acute and revealing angle which few people ever experience. Most of our

business consists of ready-made garments on the easy-payment system, and the type of customer is as varied as our selection of goods and range of prices.

I have dressed the gallants of the town in dazzling raiment for 2s. 6d. a week and watched the gaiety reduced to drab ruin before the last instalment was paid; I have fitted out excited bridegrooms with a proud wardrobe they had never possessed before and, most probably, would never attain again.

And for years I have supplied decent working folk with all their clothing, down to their boots, at a weekly sum suggested by themselves, the balance being collected every Saturday afternoon by our packman, or outside salesman.

So, surely, I have seen life, and have been involved in several unforgettable incidents. But one of the most thrilling and remarkable concerned a young man who walked in from nowhere one evening and stood fidgeting with blushing nervousness on the threshold.

I was arranging a selling-off display of a cheap line of winter shirts on a stand near the entrance. I saw him glance in uncertainly, then shuffle undecidedly on the mat. Not wanting to confuse him further, and abhorring any idea of touting, I walked leisurely behind the counter and busied myself with a tray of ties.



When I looked up again he was standing directly in front of me, obviously lost for words.

He looked about twenty-two or three; he was clever-looking, bespectacled, poorly dressed and noticeably emaciated. There was some sort of fervour burning at the back of his eyes as our gazes met and held for a moment. Then his fell away in confusion.

"Good evening," I said, as friendly as possible. "Would you like to have a look round? Go ahead."

Then I turned to the ties again, whistling softly. I saw his feet step nearer; then his hands gripped the edge of the counter. With my head bent, I took stock of his hands and saw that, if he had the head and face of a thinker and student, he had the calloused fists of a labourer.

"I—I—could you let me have some clothes—good clothes—please?" I heard him stammer. "Only I—to pay for them."

... I knew what was coming. ... "Would you take a little down at first? I won't take them away with me."

I immediately tried to put him at his ease. As quickly and as casually as possible I explained our easy system. And I assured him that he could take them away, that as soon as he paid the first small deposit the clothes would be his—and that, anyway, nearly everybody bought their clothes that way and that



"In a moment he appeared . . . he blinked and drew back as he saw me"

JOHN BULL Readers' Stories No. 127

I'd be only too pleased to help him in making his choice.

Convinced, but still tremendously excited, he started purchasing—trying on and casting off, fingering, caressing, studying, and trying on again. First a suit, quiet-toned and neat, that demonstrated his natural good taste; then a light coat.

There followed another half-hour of considering, in which he bought a hat, a shirt and tie, shoes and socks and half a dozen linen handkerchiefs. Everything he chose was in the same cultured taste as his suit. When he had finished, the perspiration was streaming down his face, and he was almost breathless with fatigue.

"Will you wrap them up and put them aside for me?" he then asked.

Surprised, I gazed at him. The eyes were steady behind the lenses; a shy smile hovered about them.

"But surely you'll take them—or I'll have them sent to you?" I suggested again.

He shook his head. "No—thank you. I don't need them anyway for a week or two. I'll let you know when I do." And he put down ten shillings, in single pieces of silver, including five sixpenny bits.

His total bill came to about seven pounds ten shillings. He gave me his name and address, said he would be back in about ten days to pay off the balance, and hurried out of the shop almost in a panic-run.

Three weeks passed. He did not appear. Nor did he write.

Towards the end of the fourth week, on our early closing day, I decided to go to the address he had given me just to find out if it really existed and what the mystery was about.

I found the street and the number, in a poor part of the town. The name on the brass door-plate was not the name he had given me. I knocked, my wonder

and suspicion growing, and a large woman, bare-armed and wrapped in a faded overall, opened the door.

"Is Mr. — here?" I asked, saying the name he had given me.

"Oh, you mean the Professor?" she said, and grinned, quite good-humouredly and with no suggestion of sneer in her surprising use of the word "professor." To me the term was particularly appropriate as I visualised the youth's earnest features again.

I nodded. "Probably—if that's what you know him by."

She half-turned and called up the stairs, giving him his name and prefixing the courtesy of "Mister." Presently I heard footsteps—and in a moment he appeared, an open book tucked under an arm.

He blinked and drew back as he saw me. Then he looked at the woman. She lingered, but his stare was eloquent enough for the densest, and she wheeled round and disappeared inside.



"Don't you want your clothes?" I asked him. "I've still got them for you, you know."

"Yes!" His tones were suddenly fierce. "I still want them. But—I—confusion betrayed him. "I—well, I've lost the money I'd saved for them. I—would you take this five shillings just now?"

There was something funny about the whole business—something that I couldn't fathom, despite all my lifelong experience of humans and circumstances. Yet inwardly I was certain that so far as the "Professor" was concerned I'd back his honesty and sincerity with my last shirt. I took the money, wrote out a makeshift receipt and buttoned up my coat.

"I'll send the things along to-morrow morning," I told him. The words were

(Continued on page 24)



When Johnny invites his friends home...

here's a meal they'll ALL like...



there's lots for everybody in the Skipper tin!

Fine flavour and fine value are two things you're always certain of getting in every Skipper tin. Fine flavour because every fish is picked for its plump, tender tastiness; fine value because you never get less than 18 fish in a tin. No wonder Skipper's find their way to so many tea tables.

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Safest thing ever invented. Simply clip on the tin, give an effortless twist, and the tin opens quickly, leaving a safely rounded edge. Send eight blue Skipper wrapper tops with your name and address to Dept. 88, Angus Watson & Co. Limited, Southall, Middlesex, who will send you one free.

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THEY SLEEP . . THEY GROW . . THEY'RE HEALTHY

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OATS!

Oats stimulate appetite, feed the nerves and combat constipation... by abundance of the precious VITAMIN B!

At the same time, it has been shown that, while milk promotes growth because it contains the "growth" Vitamin C, this Vitamin produces its greatest growth effect in combination with Vitamin B.

Therefore milk + Quaker Oats is about the best "growth" diet a child can possibly have! It is the perfect breakfast!

Quaker Oats is the finest oats the world produces—carefully selected from the choicest crops, grown and ripened under ideal conditions in sunny Canada.

And the special roasting process, which gives Quaker Oats its unique creamy flavour, also ensures that all the rich life-building minerals and proteins of the oats are preserved at their maximum.

As a final measure of security, Quaker Oats is sold only in sealed packets, which not only preserve the special flavour, but ensure absolute protection from dust and impurities. It is the economy breakfast—the 8½d. packet gives 40 delicious helpings!

OATS, so long recognised as a highly nutritious food, naturally rich in body-building elements, are yet far more valuable even than was realised!

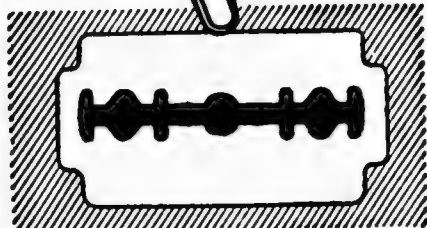
Poor appetite, nervousness and constipation, all result when diets show a lack of the important Vitamin B—the "anti-neuritic" nerve-nourishing, yeast Vitamin.

IT HAS BEEN FOUND THAT A PLATEFUL OF DELICIOUS, CREAMY QUAKER OATS IS ABUNDANTLY RICH IN THIS PRECIOUS VITAMIN TO A DEGREE NEVER BEFORE APPRECIATED.

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Electrical tempering gives extra sharpness



Why is it that Gillette can make their blades harder than ever before and so give a keener cutting edge? Because their new electrical-tempering process enables them to put two tempers into one blade. Soft at the ends where it bends to the razor, but extra hard along the edges to allow for extra sharpening. Result—a keener shave than you've known before and a longer life to every blade. Try these new Blue Gillette Slotted Blades—they're worth it.

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1/3**GILLETTES**

MAKE

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HAIR

—even
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GLEAM with GOLD
In one shampoo
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GRILS, when your blond hair darkens to an indefinite brownish shade it dulls your whole personality. But you can now bring back the fascinating glints that are hidden in your hair and that give you personality, radiance—beauty. Sta-blond brings back to the dulled and most faded blond hair the golden beauty of childhood, and keeps light blond hair from darkening. Brownish shades of hair become alluring without bleaching or dyeing, camomile or henna rinsing. Try this wonderful shampoo treatment today and see how different it is from anything you have ever tried before. It is the largest selling shampoo in the world. If you are dissatisfied just ask for your money back.

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"PYLITNA" FOR PILES. "Pylitna" Brand Powders. Prescribed by Doctors. Guaranteed entirely harmless. Many operations avoided. Thousands of testimonials. Of Chemists or direct (postage 3d. extra), 5/- and 2/9 box. FREE interesting, helpful booklet sent under plain cover.

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168, Drummond Street, London, N.W.1.

Suit that Walked Away—continued from Page 22

The PROFESSOR VANISHES

I was intrigued, terribly curious to know the story that lay behind it all.

Often I would go over in my mind all the details of the amazing case, remembering his nervousness—and his eyes. With all my questions unanswered, I had to decide that the incident was closed for ever.

But I was wrong again! There came a day, almost three years after the Professor had walked away with the suit and all his purchases, when a letter was delivered to me personally.

This time there was a poste-restante address at a London West Central office. And in the letter the Professor asked me if he could call on me one day—if the police would not be waiting to pounce on him.

I was burning with curiosity to meet the strange young man again. I wrote by return, assured him that the police had no reason to be interested, that the debt was fully paid, and that I'd be only too pleased to see him at any time he cared to call.

He arrived one Saturday afternoon, during a brief lull when the shop happened to be without a customer. As I saw him enter I quickly recognised him, but I gasped at the change in him.

He was still shy, but there was nothing gawky about him. He was expensively dressed; but with excellent taste. He carried himself erectly, just the least little bit proudly; he had filled out, the corners had been smoothed off him, and when I saw his hands I noticed that they were white and fine.

In the quiet of the fitting-room he told me his story, because, he explained with a blush, the confession would rid his conscience of the one distressing memory his actions had deposited there.

... He was an orphan, almost self-educated, with a burning ambition to make good in life. He had always been a hungry reader, and studying was almost second nature to him.

At the time he had first come into the shop he had been employed as a light labourer at twenty-eight shillings a week; he was not strong enough for heavier, unskilled work.

For years he had attended night

out on the spur of the moment. He demurred. I refused to listen, and I left him standing on the step, hugging his book with one hand and brushing his refractory hair from his eyes with the other. And I saw that the light was still burning in his eyes and that emotion was working over his pale features.

The next day I sent the clothes to his address. And that was the last I saw of them. Also, it was the last I saw of the Professor. At least, for about three years.

He had simply disappeared. A week later, when my man called to collect the next payment, he found the bird had flown. His landlady, the woman I had met at the door, knew nothing about him.

But she was quick to explain that he didn't owe her one penny and that something dreadful must have happened to him as a result of all his reading and studying and sitting up till two and three in the morning wasting good gas.

I had, of course, to go to the police. But they knew nothing about him or against him, and more or less suggested that we jolly well deserved to lose the goods, forcing them on the Professor as we had.

And so, despite my intuition that he was trustworthy, I was compelled to admit that I had been done, and by as neat a trick and as plausible a fraud as I had ever met.

Then—six months later, right out of the blue, so unexpected that I did not at first realise what it meant, a letter arrived from London bearing the Professor's signature. Rather, it was a brief note, without date or address, which said: "Please accept my apologies. I enclose a money-order for two pounds towards my debt."

The writing was small and neat; the postmark was a London North-West area. And the money-order was genuine.

It was useless speculating. I marked off the payment, and proceeded to forget the incident. Another three months elapsed, and I opened an envelope addressed in the same neat hand, not immediately remembering its relationship until I spread out a money-order for five guineas, with a slip of paper attached to it which asked me to accept this in full and final payment, plus interest, for the clothing and the trouble.

I felt ashamed then that I had ever regretted my faith in the Professor. Here was proof of his honesty indeed.

"The Greatest of These—"

"MY WIFE"—by a Soldier

FIVE-YEAR-OLD Charles is a sunny, independent little chap, fond of his school, his Sunday-school and his home, and gives no trouble to anybody. He has a brother aged ten and two sisters aged eleven and twelve.

Their mother is the bread-winner. She leaves home after having prepared the children's "bit of food" at 11.30 a.m. and returns at 2.15. She leaves again at 5.30, returning at 11.30 p.m., earning for her labours 25s. a week, which, with her husband's 7s. 6d. National Health Insurance benefit, is all they have to live on.

"My wife lays her money out economically and doesn't waste a penny," said her husband. "She deprives herself of many things to save a few coppers to help the children along."

Charles' dad, who was in India at the outbreak of the war, served right through from 1915 to 1918. He would have received a small pension for malaria, but preferred to go on the reserve for four years.

His last job was when he worked for about six years in gas works, and the effect of this, coupled with his war service, resulted over three years ago in a severe operation for gastric ulcer, followed by two further operations.

Both sides of his body have been cut from top to bottom, and for ten months he was fed through tubes inserted in his side. He is still attending hospital, is

very anemic, and will never be fit for anything but light work.

He is supposed to have light, nourishing food, which he cannot afford.

"There are times," he said, "though I don't tell my wife, when I feel I could just walk right out of it, and do away with myself, from being so run down. But because of the wife and children I shall always keep on, hoping to get fit for work."



Charles

If it were not for my rotten health we should be a very happy family."

We ask for help for Charles' ex-Service dad, so that he may have a chance to gain strength, and because the children need boots and clothes.

Donations earmarked "Charles," and those intended for the general fund, should be addressed to The Hon. Secretary, JOHN BULL War Sufferers' Fund, 93, Long Acre, London, W.C.2.

Lists of subscriptions are kept at the office, and a copy of the current week's will be sent on application.

school, studying chemistry, and towards the end of his sojourn in our town he had supplemented his studies by taking a specialised course with a correspondence college.

His first great goal was reached when he passed with flying colours his final examinations. Indeed, he had done so well that his name had been put before a large chemical firm in London, and when he came to purchase his clothes he was daily expecting to be invited to London for an interview.

His whole career, he felt, depended on that interview. He had to look presentable for the tremendous job of getting a job. He had had every intention of paying in full within a week or so of his deposit, but he had been sacked from his labouring without notice and he found himself with just sufficient money to pay for his lodgings for a week or so, and to purchase his ticket to London. That ticket to London was the passport to Heaven to him.

And so, he desperately needed the clothes—but had not the money to continue the payments. And did not know how long it would be before he had. He was tempted. My pressing the clothes on him was the last shot against his weakening defences.

He had received the summons a few days later, had been offered a position there and then, and had not returned to our town. Recently he had been promoted, for the second time.

I felt considerable emotion as he told me his story. I point no morals in telling it here. For, surely, it speaks for itself. I did say to him, with the utmost sincerity, that if he had but come to me with his problem I would gladly have given him every stitch in the whole shop as a token of my faith in his sublime ambition and his inherent integrity.

Race with "Silver Ring"

Roodee Racing

RACING in the ancient city of Chester dates back to Queen Anne, and I know of no more trappy course for backers; but in recent years one of the chief three-year-old events—the Chester Vase—has indicated the Derby on several occasions.

Papyrus, Hyperion and Windsor Lad all won the Vase.

Sandwich captured the Roodee race in 1931 and did not have much luck when finishing third to Cameronian at Epsom.

It is obvious that a horse able to negotiate the twists and turns on the Chester Roodee can act all right on the Epsom mile and a half course.

The Vase is over a mile and a half, so it is also a test of stamina. The coming contest is due to be run on May 7.

The feature of the meeting is the Chester Cup, which is worth well over £2,500 to the owner of the winning horse. Second and third will receive substantial awards.

The pick of the stayers in training have been entered, and, at the moment of writing, it looks to be anybody's race.

The acceptance will clarify the situation, and I expect the winner to come from Whiteplains, Blank, St. Hubert and Corona-Corona.

I shall have another opportunity of dealing with the event, when a final selection will be given.

The Esher Cup is the big attraction at Sandown Park this week-end. Sir Bequest looks to me to hold a good chance.

"SILVER RING'S" CODE

The Code for this week is as follows. It covers the racing from Thursday, April 25, to Wednesday, May 1.

H J I 95 S O Y 97 L W N 96 G E D V

Q C 93 B A K X U Z R 98 T F 94 M P

In place of the letters or figures advertised in the *Sporting Life* and *Daily Herald* read those above or below as the case may be. Example: O9893FQ9634M would read KNIGHTED. Where a double letter occurs in the name of a horse the figure 2 is substituted. JSW949625 would read CARETTA.



A colour miracle . .

white is really seven colours!

In 1672, Sir Isaac Newton made a wonderful discovery. By passing light through a prism he found that white was not one colour, but seven. Blue is one of these colours —and without blue, white turns to a greyish-yellow. You have seen this happen to white linens which from one cause and another have lost their whiteness and become a greyish-yellow. To renew their lovely whiteness, you must add Reckitt's Blue to the last rinsing water.



Reckitt's BLUE

Out of the blue comes the whitest wash!

No better food for Babies exists in the wide world than **NEAVE'S FOOD**. It is rich in all the natural ingredients that make body, bone, brain and muscle. **NEAVE'S FOOD** not only builds a fine baby but ensures that the baby develops into a healthy adult. Many foods merely puff out baby, Neave's makes firm flesh and builds strong constitutions.



On sale everywhere.
Cartons 6d. Tins 1s. 3d.

Neave's Food

GRAVES Beats the World For Quality & Value

Every Lady should write to-day for **GRAVES DISPLAY** of up-to-date Fashions illustrating all the newest ideas in Ladies' Wear, at prices which show a substantial saving. Wherever you live, our Keen Prices and Easy Terms are for YOU.

RICHMOND This Coat is smartly tailored in a reliable quality All Wool Frieze Tweed of good weight and substance, attractively woven in a dice check design. It is cut in semi-fitting style with four-button double breasted front, bold revers and neat velvet collar. The garment is lined with Plain Art. Silk Twill, and is carefully finished in every respect. In Grey, Fawn, and Brown. Sizes: S.S.W. to O.S. Busts: 32 to 38 in. Lengths: 44 to 50 in. **20/-**

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Tempted—by the OTHER WOMAN

I HAVE just been reading a book called "Letters to My Son." It was written by a mother who knew she was not likely to live long, and it was dedicated to her boy, to be given to him on his twenty-first birthday.

One of the chapters deals with courtship and marriage, and among a good deal of sound advice is this: "Take care how you choose your life's partner, but having found her stick to her." If only that counsel were generally accepted, what tragedies would be averted. There are so many married men who go gallivanting after other women. And, to a lesser extent, married women who have affairs with other men. Then there arises inevitably the problem of the eternal triangle.

"I have been married for six years," writes a young man of twenty-eight, "and we are expecting our first baby in August. I have a good wife, a good home and a good job. My wife and I went to the same school together, and have known each other all our lives. But recently I discovered that my feelings towards her were not those of love, but only of friendship."

"A year ago I met the one whom I really love, and she is a heartless flint. I have no delusions about her, for I have known all along the kind of life she leads. But it is not infatuation on my part, it is really love. I told her just how I felt when I saw her last a week ago. She said that she liked me, but could never take my wife's place, and she confessed that to undertake the drudgery of a home would simply appal her."

"And yet I know I cannot live without her. I ought to hate and loathe myself, but I don't. And so I badly want your advice. Should I confess to my wife and tell everything, or would the shock be too great for her in her present condition?"

"I know that she loves me and trusts me completely. It would be easier if my home life through her was unhappy, if we had frequent quarrels, but she is as

HUMAN DOCUMENTS

Send your private problems to "Human Documents," at 93, Long Acre, London, W.C.2, enclosing stamped envelope. £1 is paid for each letter quoted by

Philip Inman

gentle as a dove. It is because of this that I feel it terribly having had to lie to her. I have told her that I had to work late, and all the time I have been with the other girl. Please help me."

Now there is one thing I can't understand. Here is a young man with "a good wife, a good home, and a good job." And yet he allows another girl not only to come into his life, but to dominate it. He may say that he cannot help his feelings. But surely he could have controlled them, and should never have drifted into his present position.

"This kind of thing can't go on," he says. It certainly can't. If it does, it will only lead to complete disaster. I hope he will pull himself together before that happens. To help him to do so, let me first of all appeal to his better nature. He says that his wife "loves him and trusts him completely." Because of her disposition, he can have a perfectly happy home life free from nagging and quarrelling.

He would never forgive himself if he repaid that devotion by dealing her what would be a paralysing blow. That would be true at any time, but particularly so now when she needs all his thought and tenderness. Only a rank outsider deliberately inflicts pain upon the innocent.

A PART from all these things, my correspondent must remember "that little child that is to be." What is described in the newspapers as "a happy event" is to take place next August. This may well do for him what it has done for countless more—bind husband and wife closer together. I hope and believe that will happen, and he will then find there is no room in his life for anybody else. His duty at the present time is absolutely clear. He must stand by his wife and unborn child.

In this case the wife has been kept in ignorance of her husband's association with another woman. Not so in my next problem. This correspondent says:

"I have been married nearly eighteen years and have had a happy married life until a year ago. I thought I had 'the best husband in the world,' but unknown to me he has been seeing another young woman of twenty-one. He did not hide from her the fact that he was married, with four boys, and that I was expecting another baby at that time, but it did not make any difference to her. It came as an awful shock to me, and the baby died."

"My husband gave her up, but was too weak-willed to stick to his promise. The girl was always waiting for him, even at his work. Her parents knew he was married, but encouraged him to go to their house. He has given her up twice since, but each time she has got him back. He now tells me that the spell she seemed to have over him is entirely gone and that he loves me as he always has done."

"His whole character changed when he met this girl, but now I can see he is his old self again. He seems genuine now, but although I love him dearly, I am sorry to say I doubt and mistrust him."

"I have forgiven him and am going to try hard to forget, but what shall I do if that girl should come worrying him again? He has promised faithfully to tell me if this happens. Do you advise me to see a solicitor?"

My correspondent should be thankful that her hus-



band has come round to his senses and that in spite of everything her home life remains intact. It is natural, of course, that she should feel anxious about the future. Her husband has broken his promise more than once, but this time, I am told, he seems genuine about it. I hope he will be given the chance to prove it.

My correspondent must not let him see that she doubts him in any way. I certainly don't advise her to see a solicitor. At least, not at the present time. He may never be tempted to stray away again. But if that girl should keep on pestering him, then would be the time to send her a solicitor's letter.

I hope by now she has learnt sense and that step will not be necessary.

I AM often asked if young married women should be allowed to keep their men friends after marriage and husbands their girl friends. My next letter deals with that problem. Here it is:

"My wife and I have been married eight years, and we have a little boy of five. I am thirty years old, and she is thirty-four. We have always been very broad-minded in our ideas, and have formed friendships with the opposite sexes without any jealousy on either side. My wife goes out with her men friends on certain nights of the week and I stay in and look after the child, and other nights I go out, perhaps with a lady friend, and my wife stays in."

"A few months ago I made the acquaintance of a very nice girl, who is single and twenty-four years of age. I have become attached to her, and she admits that if I were single she would be fond of me. But she says that she will not come between my wife and myself, and even if I were divorced she would not marry me because it would upset her people, who have very strict ideas on this question."

"I have sounded my wife in a round-about way on her ideas, and she has admitted that she does not love me and provided I left her all right financially she would not stand in my way. The problem is this—should I leave my wife and see the girl as much as possible with a view to persuading her to change her mind about divorce, or should I try to cut her out of my life completely, knowing that my wife and I are not in love with each other and never will be?"

NOW I have always contended that marriage without love is simply a sham, and where it can't be mended it had far better be ended. But in this case there is one important matter that seems to have been completely overlooked. What about that little boy of five, for whom both father and mother are responsible?

Is it not possible that he may be the bridge to bring them together again? At least, they might try, but under entirely new conditions from those that have prevailed. There is nothing that destroys affection more than indifference.

Let these two put marriage in its proper place and try it for at least a year. Let them become genuinely interested in their home and in their child. Let them resolve that they will see far more of each other and rediscover the things they have in common which led them to become man and wife. I will wager that if this husband and wife agree to play the game I shall receive a far different letter in twelve months' time.



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"I think every girl should
be taught this" *says* **Diana Napier**

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ADVICE FROM MY ELDERS SO WHEN
MY MOTHER LECTURED ME ON LOOKING
AFTER MY SKIN, I WAS ANYTHING
BUT GRATEFUL"



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"BUT NOW I'M CERTAIN HER
ADVICE IS THE BEST I EVER HAD.
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Because constipation seriously aggravates any form of stomach disorder—indigestion, wind, heartburn or gastritis—stomach sufferers should be specially careful in this matter. Purges and ordinary aperients are, of course, quite unsuitable. Their drastic action gripes, and puts still further strain on the already weakened stomach.

What is needed is a bowel tonic—a remedy which restores natural bowel activity without affecting the stomach. 'Bisuroids' Laxative Tablets have just this action. They increase the flow of lubricating juices within the bowel and restore natural muscular movement. Instead of forcing, they tone; and with the bowel thus strengthened, constipation is impossible.

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"My son, aged eleven, had the whole of his head covered with weeping sore eruptions that made awful raw patches over the scalp. No matter what we used, other places appeared. The itching must have been awful as he could not sleep at night for rubbing. I saw an advertisement for Cuticura Soap and Ointment and bought some to try. After the first application I saw a change and after using for about three months, he was completely healed." (Signed) Mrs. A. Knapper, 140, Vivian Road, Fenton.

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Cuticura
SOOTHING ANTISEPTIC HEALING

GOVERNMENT actuaries are busy with the five-year valuation of the assets and liabilities of the approved societies administering National Health Insurance. They will find out all there is to know about the financial state of the bodies charged with the medical care of 17,000,000 insured persons.

It is a pity that the officials are not instructed at the same time to collect some representative opinions on the human side of health insurance. They would hear some bitter stories of hardship and injustice. They would learn that the present system is causing more discontent than any other factor short of unemployment itself.

For, while there are equal rates of contributions for the workers (1s. 6d. for men and 1s. 1d. for women), there are scores of different rates of benefit. One man when ill may get the equivalent of 30s. a week, with special treatment and surgical appliances when these are necessary, and may have any arrears which may accumulate during unemployment paid for him.

His brother, paying the same contribution, may only get the minimum 15s. a week during his incapacity, and no other assistance whatever. And invariably the workers most in need of the best medical attention to prevent them falling into a chronic state of ill-health are those who fare worst. Everything depends on the approved society to which a worker belongs and the trade he follows.

A CASE was reported the other day to one of the trade union approved societies which fully illustrates the scandalous inequity of the insurance system. A Yorkshire miner is lying ill with pulmonary trouble. He has been off work for two months. His illness is the result of underfeeding over long years of broken employment.

Two of his children are delicate from the same cause and ought to have constant medical care. The miner is allowed the statutory 15s. a week only, a sum which is entirely swallowed up by panel fees and medicine.

He cannot afford the body-building foods he really wants, and he is, of course, allowed nothing at all for the children. A country holiday, which the whole family needs in addition to decent nourishment, they do not even dream about, so impossible is it to those in their plight.

In the same street is another invalid,



The miner, when sick, often gets a smaller insurance allowance than a clerical worker

a young clerical worker who lives with his parents. He is recovering from an attack of rheumatic fever. Since he was laid up six weeks ago his approved society has allowed him 12s. a week additional benefit, making 27s. in all.

Whenever the doctor pronounces him well enough he will be sent off for a month to a convalescent home. If he does not rid himself of the effects of his serious illness over a period of months, there is no danger of his falling out of benefit and losing all further advantages of health insurance, as there is with his neighbour the miner.

His society can afford to pay the arrears of contributions. The miner's cannot. In fact, there is a continual financial pressure on the approved societies covering the depressed areas and industries to follow the harsh course of "getting the members off the funds" while these are still sick men and women.

The clerical worker in Yorkshire is getting no more than he should. Every penny of the money spent on him is vital to his recovery. But why should the miner get so much less? His need is even greater. A physically unfit miner

CURE this Health Insurance EVIL!

is of no use to the industry, while a niche can be found for a delicate man in the less arduous trades.

Such disparities of benefit are happening in hundreds of thousands of cases. It is admitted on all sides that the statutory 15s. is an inadequate sickness allowance. Yet 4,000,000 workers belong to societies which cannot afford additional benefits. Where these can be paid, the weekly sum may vary from 2s. to 15s.

The victims are embittered and resentful. They are made to feel that they belong not only to a class but to a community of outcasts within a class. The division enters even into the homes of the insured workers.

TWO sisters in the East End suffer from the family failing of short sight. One, employed in the printing trade, gets through her approved society frequent skilled optical attention and new glasses when required.

The other, a tailoress, must do it all out of her own meagre earnings. Both pay the same weekly insurance contribution.

The root of the trouble lies in the vast number of approved societies administering National Health Insurance. There are over 7,300 of these, some large, some small, some efficient, others less so. Each society is valued independently, and the right to pay members additional benefits depends on whether or not there is a "disposable surplus."

This surplus varies widely. It all depends on the class of workers who form the majority of the members. If there is a high incidence of sickness, there is either no surplus for additional benefits or an actual deficit. If there is a low incidence, those members who do fall ill may have their benefit more than doubled.

It is not suggested that the present system should be scrapped. It has many good points. But the multiplicity of administrative units is bound to mean a vast deal of waste and overlapping.

SOME time ago it was reported that in Dundee there were 217 societies represented, of which 99 had fewer than 10 members each in the town, and 52 had only one member. Headquarters of various societies were in London, Manchester, Glasgow, Aberdeen, Edinburgh, Leeds, Portsmouth, Newcastle and Tunbridge Wells!

Most trade union authorities are convinced that by more efficient administration, with possibly a central pool for surpluses, enough could be saved to put the worst treated workers on a level with the best, without any appreciable loss to the latter.

The Scottish Miners' Federation Approved Society has stated that where the Glasgow area treated as a single unit in preference to having approved units studied all over like a cluster of nebulae, it would be possible to administer the area at an enormous saving to the insured population.

Other experts do not agree that the area system is the best way out of the difficulty, and there is no consensus anywhere for a centralised scheme as unworkable on the same soulless lines as unemployment insurance. It must be emphasised, too that some of the smaller societies are economically run, thanks to a certain amount of voluntary effort.

But the case for a complete overhaul is indisputable. A system which favours one neighbour at the expense of other hit workers, fosters discontent all round, cannot be justified.

The Ray of Light

"I HAVE a surplus!" the Chancellor of the Exchequer was able to announce in the House of Commons with understandable pride. How many thousands of housewives wish they could say the same? It is no fault of theirs that they are faced with totally unexpected expenses. That spectre of doctors' bills that is confronting them, throwing their accounts into disorder—how were they to anticipate that?

Who can say that a Lancaster housewife whose husband has written to us has been guilty of bad budgeting? Anybody who suggested it would show an extraordinary ignorance of the difficulties existing in the majority of homes.

"I have had nothing else but sickness here since Christmas," he writes. "First my son, aged eight, was ill. Then there was myself. Now there is my wife. And when it comes to doctors' bills, etc., running up. . ."

There was no need for him to write more. We all know how heartbreaking it can be.

But this reader did not continue in that pessimistic vein. Instead, he told us brightly how well his wife was doing, and how they were looking forward to her return from hospital shortly. A JOHN BULL cheque in respect of the diphtheria from which she is suffering had helped them through their black hour.

That money that made all the difference was paid to him because he had had the foresight to protect his family through the medium of JOHN BULL's unique free insurance scheme. His signature on a coupon was all he wanted to see before we gave him that safeguard, and to-day the coupon is reprinted on page 2 for your benefit.

Why not turn to it now? You can't afford to have your budget thrown unexpectedly, by misfortunes that you can't anticipate, into a state of chronic chaos.

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COOPER: In what way?

DICKSON: In the style of their
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everything else you see.

COOPER: I still wonder how they do it at the price.

DICKSON: Oh, it's just what they say—they buy on such a big scale
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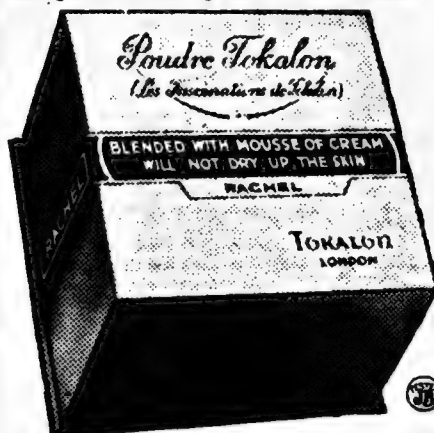
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20,000 CAN CLAIM IT, BUT NEVER DO

OVER 20,000 individual items of money, ranging from 10s. to £1,000 each, are looking for their owners. They are held by the English county courts, and if they are not claimed by the end of this year they will be handed over to the National Debt Commissioners.

Attention has been drawn to the existence of this money by the County Courts Act of 1934, which came into operation on January 1 last. County court registrars were instructed by the Act to display notices giving details of unclaimed balances either paid in by suitors against costs and damages, or held by the courts from trust funds and other sources.

The first class of balances have lain unclaimed for over five years: the second for five years. Lists, which were posted in all the county courts at the end of March, will remain for three months.

There will be general surprise at the extent of these sums which nobody seems to want. The total is not yet known, but it runs far into the six figures, for there are over 470 county courts, large and small, and three of the London courts hold £12,000 between them. Cities like Bristol appear to average about £3,000 each.

In a number of cases the original owner of the money has died and left no relatives. In others there is a rightful claimant somewhere—perhaps an unemployed man to whom a few hundreds would mean affluence, perhaps an orphan whose whole future would be brightened by such a windfall.

For most of these sums have been left by people of the less affluent classes, wage earners, small shopkeepers, and the like. Big estates are usually disposed of by properly drawn wills and the legatees are seldom untraced.

One of the London lists of unclaimed balances contains such items as

SIDE-SLIPS

Examples of unconscious humour from the current Press are welcomed. Actual cuttings must be sent. 2/6 is paid to the owner of each item published. Mark envelopes "Side-Slips."

SCARBOROUGH EVENING NEWS AND DAILY POST:—"A considerable quantity of cliff is calling into the sea."

DUNDEE COURIER AND ADVERTISER:—"He was wearing a brown check suit, brown shoes and was bear-headed."

BOOLE TIMES:—"Barefoot scandals can be bought to match the skirts."

THE DAILY MIRROR:—"Punctually to the minute the choir, sombre in black hassocks..."

DONCASTER GAZETTE:—"Put the mince cakes into the fat and fry for five to seven minutes on either side."

DUBLIN EVENING HERALD:—"Parships, Beef and Carrots are three vegetables which should be grown in soil..."

HOLY TRINITY PARISH MAGAZINE:—"We wish to thank all those who FLAVOURED us with their attendance."

THE CITIZEN:—"Stood out like a shining BACON."



There may be money waiting even for him, yet he would not be told...

Mystery Money of the Courts

"Fraser's Trust, £372 10s. 9d.; Smirnov's Trust, £429 10s. 1d.; F. J. Duckworth (deceased), £424 8s. 7d.; Morgan Davies, £818 1s. 3d." Are there any relatives entitled to claim these sums, and, if so, will they ever learn of their existence?

There are some queer stories, and some pathetic ones, behind these lists now displayed in the corridors of the English courts. As often as not the larger sums were left in the hands of solicitors and other trustees who were unable to trace anyone to whom the money might be paid, and, on application, were instructed to hand it over to the court.

Son jailed

The story of Mrs. A. and her only son is a good illustration. Mrs. A. kept a shop in the London suburbs. She had toiled for years to give the boy a good education, and had managed to save a few hundreds in addition. The boy did not justify the mother's sacrifice.

He went to jail. On the day he was due to be released, she had a meal ready for him.

He did not come home on that day or any other. The widow was taken ill and made a will appointing a solicitor as her executor. She died about seventeen years ago.

The solicitor tried to trace the son, to whom the money was left. He failed. The son has never been heard of since, and the only record of a tragedy of two lives is the brief item on the local county court list giving the mother's name and the unclaimed money, amounting to some £500.

Another item relates to a case brought under the Workmen's Compensation Acts. In 1926 a girl lost one of her fingers while at work in a factory. She brought an action and gave evidence in support of her claim, but was not present in court at the adjourned hearing.

The case was decided in her favour and she was awarded £80. Enquiries showed that she had left her lodgings on the same day.

Her landlady did not know where she had gone. She never came forward to learn the result of her case or to claim her money.

Somewhere there is a young woman, minus a finger, who can have £80 for the asking. Did she marry so well that the outcome of a compensation case became a matter of indifference to her, or has she become one of the army of

missing girls who for some reason or other have cut themselves off from their past?

A county court bailiff will tell you a story of a feud between two brothers which ended in a sordid legal action. One of the brothers won and triumphantly set the law in motion to recover the money awarded him. The bailiff had the distasteful task of selling up the other brother.

More than enough was realised to meet the damages and costs, but these were never claimed. Letters from his solicitor to the brother who had won the action were returned by the Post Office.

He had left the district with his family and had apparently lost all interest in the case.

Whether he was content to have his revenge, or whether he was overcome with remorse after his vindictive treatment to his brother, the court records do not tell us.

The existence of the county court balances has long been known to certain enterprising individuals called "court touts," who make it their business to seek out people to whom moneys are due and offer to tell them "something to their advantage" in return for a commission of 20 per cent. or so.

Some of the touts do quite well, for few grudge a generous remuneration to anyone who can show them where money may be had for nothing. But the 20,000 unclaimed balances now listed in the county courts have beaten even the touts.

A Godsend

A less effective method of obtaining publicity than the posting of lists in the halls of the county courts could hardly be imagined.

It may safely be assumed that the majority of the rightful owners are never likely to visit the courts. There is not one chance in a hundred thousand of their discovering the existence of the money.

One court registrar suggests that particulars of all the unclaimed balances over, say, £50, should be advertised in the national Press. He estimates that the costs could be met out of the interest paid on these sums, which is at 2-3 per cent.

It is unfortunate that such a provision was not contained in the new County Court Act. The individual amounts may not be large, but they belong to the most part to poor people to whom a few hundred pounds would be a godsend.



"Yes," said Daddy, "But I nearly lost my Ivory Castles once"



Before Daddy realised his teeth were Ivory Castles he didn't like cleaning them, and two decay imps called in old Giant Decay to help destroy one of them.



But by the time Giant Decay came rushing up on his Dragon Dirt, Daddy had learned about Gibbs and the Gibbs Archer was on guard. Just in time.



Along came the Gibbs Fairies and cleaned up the neglected castle until it was white and strong again. You should have seen old Giant Decay scuttle off.



So, ever since, Daddy has let the Gibbs Fairies clean and purify his Ivory Castles twice a day. A splendid habit for everyone, grown-ups and children alike.

No germ can threaten teeth cleaned twice a day with Gibbs Dentifrice. Gibbs dissolves film without harming the enamel. It has a delightful flavour and is economical in use. Let Gibbs Dentifrice be your family choice. Change to Gibbs to-day.

Your teeth are Ivory Castles defend them with

Gibbs DENTIFRICE

NOW IN TWO FORMS
SOLID CAKES in Tins, 7d., 1/- & 1/6. Refills 11d.
TOOTH PASTE in Tubes - 6d & 1/-

£800 every month TO BE WON!



RALPH LYNN:

Pass me that Nestlé's Chocolate!

WINIFRED SHOTTER:

Don't talk with your mouth full!

WRITE YOUR REPLY HERE

What would YOU say?

First prize **£500** : Second prize **£150**
Third prize **£50** : 200 prizes of **10/-**

Cheques will be posted to prize winners on May 17th

If Ralph Lynn had said to you "Pass me that Nestlé's Chocolate!"—how would you have replied? You see what Winifred Shotter said—now, what would you have said? That's all you have to do in this month's Nestlé's Milk Chocolate Competition. We all admire ready wit. Here's an opportunity to show yours—and of winning £500 in this month's Nestlé's Chocolate Competition! One piece of Nestlé's Milk Chocolate tastes so good that it simply calls for another . . . and another . . . until there's only the wrapper left! And you'll need that to enter for the Competition!

This month's competition closes on April 30th.

NESTLÉ'S chocolate

NOTICE: The latest date for exchanging Nestlé's Free Gift Coupons is 30th June next. All applications for Free Gifts should be sent in before that date, when the Free Gift Scheme terminates.

★ HOW TO WIN ★

1 Nestlé's will award a first prize of £500 to the competitor who submits the most suitable reply (of not more than twelve words) to Ralph Lynn's remark. To the competitor who submits the next most suitable reply, a second prize of £150 will be awarded, and to the third, a prize of £50. 10/- each will be awarded to 200 competitors, whose attempts range next in suitability.

2 You may send in any number of entries for each monthly competition, if more than one reply is submitted, entries may be made on plain paper. Each entry to be accompanied by the front of wrapper from either:—

One 1-lb. block
or: Two 1-lb. blocks
or: Four 2-oz. blocks
of Nestlé's Milk Chocolate.

3 All entries will be individually considered by a panel of expert judges. No correspondence can be entered into and the expert judges' awards must be accepted as final and legally binding. No employees of Nestlé's or any associated company may enter. Nestlé's reserve the right to use any phrase submitted.

4 After filling in the reply space, cut out the whole advertisement, and post with wrapper in a sealed envelope to Number 1, Competition, Nestlé's, Silverthorne Road, Battersea, S.W.8, not later than April 30th. Write clearly in pencil, illegible entries will be disqualified. Cheques will be posted to prizewinners on May 17th. The names of the winners of the First, Second and Third Prizes will be published in the Press on May 18th & 19th.

Don't cut this coupon. Post complete advt.

I agree to abide by rules of competition.
10/27.4.35 Please write in BLOCK letters.

Name

Address

Confectioner

Address

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YOU TOO CAN CURE RHEUMATISM

I am more than satisfied with the result of using URACE brand TABLETS in a most difficult case of Rheumatism. Nurse E—A—M— Free sample from Newbery & Phillips, Ltd., 33m, Banner Street, London, E.C.1. From your Chemist, 1/3 and 3/-



PREVENTS ALL TRAVEL SICKNESS
Seasickness, 'Bus, Air or Car Sickness. Guaranteed in every case. Boxes 1/6. 2/6. Chemists or Post Free. VANDER LTD., (Dept. 30), 100 Pitt St., Glasgow, G.2

GRAVES Beats the World For Quality & Value

Moulded Coach-built body, softly upholstered, loose seats, calliope handle, leather cloth hood and apron, ball-bearing wheels, ribbed cushion tyres, foot brake, coil springs, mudguards. Price, Carriage Paid 50/- or 5/- monthly. Catalogue of Prices, Folding Card, Free. J. G. GRAVES LTD. SHEFFIELD.



Twelve-Year-Old CORN out in one week

Read this letter from a grateful user of 'Freezone' Corn Remover.

3, Barrow Hill Place,
Ashford, Kent.

"I suffered with corns for 12 years, now I am free. I had tried everything, it had cost me pounds. I bought one bottle of 'Freezone' and it fetched out all my corns in a week; it has brought me great relief. I had to wear old boots, now I can wear any kind of boots.

(Signed) J. Harrington."

If 'Freezone' so quickly banished all Mrs. Harrington's painful corns—why not yours? Your chemist sells 'Freezone' brand Corn Remover at 1/3d. a bottle. Satisfaction is GUARANTEED or Money Refunded.

ACID STOMACH CAUSES ULCERS

WHAT X-RAYS REVEAL

If you have indigestion, beware of gastric ulcers. They often result from an acid-inflamed condition of the stomach lining; that's why you should be careful of the remedy you use. One which merely stops the pain is not enough; it is most important that the stomach lining itself be healed and protected. To do this, and to get quick relief from indigestion—to neutralise instantly that dangerous, food-fermenting, gas-forming acid—take a little 'Bisurated' Magnesia after meals or when discomfort is felt.

Recent medical research and X-ray experiments prove that the special ingredients of 'Bisurated' Magnesia are the quickest-acting and most effective known to medical science. The first dose will stop your pain at once! It is the remedy which also spreads a protective film over the sensitive stomach lining and allows the inflamed stomach to heal, thus avoiding the risk of serious gastric trouble. All chemists sell 'BISURATED' MAGNESIA at 1/3. Get a package now and enjoy your food from to-day on without fear of pain!

A.G.
rolls up
a Winner

All the odds are in your favour with A.G. They're so much thinner you hardly know there's a paper there. That's why you get such cooler, better-flavoured smokes when you roll in A.G. Back A.G. You save more and your smokes last longer in this slower-burning paper—yet A.G. cost no more.



Start now! A.G.'s fit all machines and give best results.

AG

The better
paper for
better
cigarettes.

Enter the Public Taste Tester!

HAVE you ever thought why you smoke a certain brand of cigarettes, why you prefer So-and-So's chocolates, why one make of face-powder or perhaps sock suspenders seems better than the rest?

Probably you haven't. Anyway, nine times out of ten you will be unable to put your finger on the real reason—a subconscious "something" that prompts you to choose one thing and reject another.

That is why there have come into being experts who make their living by psycho-analysing the public's needs.

The "Public Taste Tester" has been introduced by the Institute of Industrial Psychology, and it is his job to solve the seemingly inexplicable whims of the consumer.

Many firms now employ a permanent private investigator—a man who keeps his finger on the public pulse, understands its secret likes and dislikes, its prejudices and complexes.

A certain firm decided to change the design on its powder boxes, which had previously been decorated with a rose, carnation, or violet. An entirely new and modern design was substituted. Immediately the sales dropped alarmingly.

The tester investigated. He discovered that the class of customer who regularly bought the powder wanted flower designs. There was no active opposition to the new design—just indifference, and indifference is fatal to trade.

The firm reverted to the original design, coloured their boxes once more a light pastel shade—another requirement of that particular class of customer—and the sales became normal again.

It is on such little psychological oddities that the market success of an article so often depends.

Colour plays a large part in determining the public taste, as do shape, flavour and even snobbery.

Manufacturers have discovered that housewives prefer washing sodas and soaps to be packed or wrapped in blue, possibly because it is reminiscent of the sea.

Not a square deal!

Tailors know that over 85 per cent. of the male population would like to wear bright-coloured suits, reds, greens, blues, yellows—but there is one factor stronger than this desire—a deep-rooted sense of convention—impossible to disperse. Hence the next best thing—tailors began to play about with stripes. From white and grey they turned to blue, red and yellow. They were barely noticeable at first. Gradually they expanded—and the men liked them.

Women, one tester discovered to the benefit of his employers, preferred a certain commodity in square boxes rather than round—under the impression that the former were bigger. The manufacturers made use of this and for a while outstripped their chief rivals in that particular trade.

Both sexes are susceptible to artfully coloured boxes able either to make themselves appear larger or smaller—according to public requirement.

A white box looks larger than a black one; while a blue box with a single white line at each end gives the appearance of being much smaller than a box coloured entirely blue of exactly the same size. Where an impression of greater width or length has to be created, vertical and horizontal stripes are used.

Few men consider the psychological aspect of the startling hues and designs appearing annually in men's outfitters, especially amongst ties and socks at Christmas.

These shops are besieged by large crowds of women. Manufacturers were



The modern girl chooses her beauty appliances carefully—she watches the label and the wrapping. The taste-tester watches, too

quick to realise that the fashionable colour adopted by women that year should predominate—be it yellow, blue, cream or scarlet!

Men are conservative in design. Women are not. But women buy what pleases their own eye; again the manufacturers act accordingly.

Four years ago the hand-knitted cap costing as little as a shilling to make became the rage in the West End of London. Milliners faced extinction if the fashion persisted.

The retailers got together to discuss the situation. It was approached from a psychological angle and a plan was eventually decided upon. More than a thousand of these knitted caps were distributed free to East End charwomen. The charwomen preened themselves. Within three weeks Mayfair had forgotten that they had ever been worn!

Smoke in their eyes

One firm decided to produce a new chocolate box. A young "modern" was selected to design it. The new product was launched. The public showed its appreciation by admiring it; but they didn't buy. The result was artistically a furore, commercially a flop. The public was used to the old design of the milk-and-rose girl on the box; it failed to take the new product seriously.

While women are suggestible, men are creatures of habit. This is illustrated in a little test imposed on a selected number of cigarette smokers.

A new brand had been introduced claiming all the advantages of its predecessors in price and quality. It would not sell. Each smoker was handed one of his favourite brand and one of the

HE LIVES BY DIVINING YOUR WANTS

new, and blindfolded. Some of them laughed at the idea that they would not know the difference. Many were content with just a few puffs—yet 75 per cent. picked the wrong cigarette, some of them exclaiming with disgust as they smoked their own brand!

On investigation it was discovered that over 50 per cent. smoked that particular brand because their fathers had done so before them, while 30 per cent. had not bothered to change since their first introduction to smoking.

Women—in another test—proved that they frequently judge goods from their appearance rather than their quality—whilst believing the reverse.

Three brands of chocolate, A, B and C, were given to representative housewives, who were asked to make a choice. A large majority selected A, giving as their reason superior quality.

A second test was made. The same brands were stripped of their wrappings and the same women invited to try again. This time an equally large majority chose C—again giving the same reason. In fact, C was the better quality, as the women quickly realised when faced with the evidence of their taste alone.

It is now recognised that in the same way as there are essential differences in character between the North and the South—so there are variations in taste.

Many firms dispatch testers to all parts of the country. In the North a mill-girl will be questioned. Pottery workers in the Midlands, factory girls in London, fisherwomen in Cornwall.

Contrast in tastes

There is a demand as the scenery grows more rugged for brighter, cruder colours; for goods that show worth and durability rather than mere prettiness; for restraint in advertising. The South is more subtle. The North disdains the mantle of luxury.

A manufacturer of an artistic but hard-wearing material, carrying a fragile-looking design, was unable to sell his stock in the industrial North—although in the South he found a ready market. On the design being removed the public began to buy and continued to do so.

The task of the "public taste tester" is no easy one. First he selects a number of the class of people to whom a certain line of goods is designed to appeal. Then he questions them tactfully. Why do they object to a certain brand? It is seldom he receives a direct answer. A tentative suggestion is followed up—until two or three half-hearted reasons are given. From this the "tester" can trace the true cause—more often than not subconscious.

When he has solved his problem the "tester" seeks confirmation. Many people are surprised at his conclusions. "Of course, that's it. I never thought of that," they say. Yet actually it was forming a barrier between themselves and the manufacturers.

The "public taste tester" has come to stay.

By watching, listening, probing, he is constantly in touch with the latest needs of the public. He understands you—individually and collectively—to the benefit of yourself and of trade.

Hardened Arteries may be the cause!

If your heart 'thumps' and you are short of breath after slight exertion, it does not necessarily mean that there is anything radically wrong with your heart. An often unsuspected cause, especially after forty, is hardening of the arteries (arterio-sclerosis) with high blood pressure.

The exertion of any part of the body requires a more rapid supply of blood. Hardened, thickened arteries impede the flow of the blood, instead of assisting it. To overcome this resistance, your heart must pump violently. Consequently you have a 'thumping' heart, dizziness, breathlessness, a dread of sudden 'collapse.'

Such a condition impairs your enjoyment of life and is a serious handicap to efficiency. If allowed to develop, it becomes a menace to life itself. Statistics show that an excessively high blood pressure may reduce 'expectation of life' to only one-eighth of the average.

'Phyllosan' brand of chlorophyll tablets restore the elasticity of the arteries and help to keep them young. The blood pressure is corrected and the heart relieved of its burden of overwork. Breathlessness and dizziness disappear, appetite improves, and all physical and vital forces are increased, irrespective of age!

And it is so simple. Just two tiny tablets three times a day before meals. Prepared under the direction of E. BUERGI, M.D., Professor of Medicine at the University of Berne, these tablets contain no deleterious drugs, no animal extracts, no quinine, no strychnine, form no harmful habits. Get the 5/- size, it contains double quantity.



"Heart strengthened—
general health improved"

"Through taking 'Phyllosan' tablets, I feel better than ever I can recollect. The results during the last three months is that my heart is strengthened. The thumping is much less violent after exertion. My doctor when shown a bottle of the tablets said: 'Yes, 'Phyllosan' tablets are quite good—take them regularly by all means.' So I endorse your advertisement that I find your tablets all you claim for them." J.B.S.

Start taking

'PHYLLOSAN'

TABLETS TO-DAY!

Of all chemists, 3/-, 5/-, and new Family Size 20/-
The 5/- size contains double, and the 20/- size nearly ten times the quantity of the 3/- size

Proprietary rights are not claimed in this preparation apart from the registered trade mark 'Phyllosan.'

A WOMAN'S WORRIES.

Nerves Exhausted by Overwork.

Although work is sometimes a good medicine, the average housewife does not stand in need of it. On the contrary, there are thousands to-day on the verge of breakdown through overwork and worry.

The wife or mother seldom gets sufficient rest and relaxation. In time her life of continual strain has a serious effect upon her nerves. She worries over little things; nothing in the house seems to go right. The children get on her nerves; she hasn't enough energy to get through her day's work. She often has a headache, or her back feels weak.

The one cause of all these troubles in nearly every case is poor blood. Improve the quality of your blood and your ailments will vanish. The one remedy that can be relied upon to enrich your blood is Dr. Williams' pink pills. Not only do they improve the quality of your blood—they actually create new, rich blood. In this simple and perfectly natural way Dr. Williams' pink pills quickly restore the system worn out by overwork and worry. A course of these pills will soon make tired weary women feel bright and energetic.

All chemists sell Dr. Williams' brand pink pills 1s. 3d. a box (triple size 3s.) Take a course now, and if you fail to derive benefit, the proprietors will refund your money.

Kidneys Must Clean Out Acids

The only way your body can clean out acids and poisonous wastes from your blood is through nine million tiny kidney tubes or filters, but be careful! Don't use drastic irritating drugs. If kidney and bladder troubles make you suffer from Getting Up Nights, Leg Pains, Nervousness, Stiffness, Burning, Smarting, Acidity, Neuralgia or Rheumatic Pains, Lumbago, or Loss of Energy, don't waste a minute. Try the Doctor's prescription CYSTEX (Sph-tex). Starts work in 15 minutes. Soothes and tones raw, irritated tissues. Guaranteed to cure or money back. Only 5/- at Boots and all Chemists.

GRAVES BEATS THE WORLD FOR QUALITY AND VALUE

The Graves LADY'S 'FLIGHT' Model is the finest value the world can offer—Dunlop Saddle, Coventry Chain, Dunlop Tyres, all bright parts Chromium Plated, Raised Handlebars or to order, Open Centre Metal Chain Cover, Double Roller Lever Brakes, Rear Reflector, Set of Accessories. Carriage Paid £3.17.6 or £2.2 now and 14 monthly payments of 52. Gent's model same price. No charge for Easy Terms. With Starburst Archer 3-speed £4.17.6 or £4.6 monthly. Catalogue Free. Ladies' Gent's, Juvenile's, & Tradesmen's Cycles, Tandems, Roadsters, Racers, Club Models J. G. GRAVES Ltd. SHEFFIELD.



CATARRH

HEAD NOISES
HAY FEVER
& CATARRHAL
DEAFNESS

now finally placed among the
CURABLE diseases

Remarkable "Dual Dispersal" treatment follows the discovery that CATARRH has TWO strongholds.



"Catarrh does not begin and end in the Head, but in the Colon," says Mr. Allan Cooper, and couples his Announcement with one of the most courageous Offers and Guarantees in the History of Medicine.

CATARRH is one of the curses of the human race. Its drag upon health and constitution, its toll upon happiness, are very real tragedies in the lives of thousands of self-conscious sufferers. Yet the distress of it is that by all except its wretched victims it is regarded merely as one of the minor ailments. Perhaps this is why research into its complete eradication has not proceeded as swiftly as with other dread diseases. Perhaps the world has had to wait until a research specialist himself had suffered the objectionable and degrading effects of Catarrh before man's skill and genius were roused to its conquest.

Published below is Mr. Allan Cooper's own statement, which contains an offer of treatment and a guarantee for every Catarrh sufferer.

"It is comparatively easy to relieve the Catarrhal condition. But in my experience such relief is temporary. This elementary observation led me to believe that Catarrh is far more deeply seated than the obvious head effects suggest. I began investigations and made the remarkable discovery that all Catarrhal troubles invariably begin in the colon. This led to the perfection of the 'Dual Dispersal' treatment, which was successful in ridding me of Catarrh completely and has since been equally successful in more than 100,000 cases all over the Empire.

I shall be pleased to send, free of charge, my treatise and written guarantee. You may post the form below without any obligation. Don't put off writing. Delayed treatment of Catarrh is dangerous, and in the spring all Catarrhal troubles, including Hay Fever, respond most readily to treatment. So post the form now. It costs you nothing to investigate my claim for yourself."

Mr. ALLAN COOPER, 60 Strand, London, W.C.2.

Without cost or obligation, kindly tell me how I can permanently rid myself of Catarrh, Head Noises, Hay Fever and Catarrhal Deafness.

NAME
(PLEASE PRINT IN BLOCK LETTERS)

ADDRESS

NOTE—You may, if you wish, send a 1d. stamp to cover postage of my reply, but even this is not essential.

"John Bull" 27.4.35.



Young
folks

are always on the
move—using up
their energy.

Give them plenty of

BREAD

the best foundation on which
to build a sound constitution

C.F.H.76

HELP

in Spring Cleaning



Insects are found even in the best homes. Dust Keatings on all picture rails, cracks, corners, under carpets, in all drawers, cupboards and wardrobes. Keatings leaves no smell. Cartels: 2d., 6d. and 1/- Powder Flask 1/-

KEATING'S POWDER

THE PROVED INSECTICIDE

BUT IT MUST BE KEATING'S

10 agents THE BIG TWO Sand dunes
THE COMPLETE SPORTSMEN'S SERVICE

BETS BY POST

ACCEPTED FROM
1/-; 2/-; 2/6; 5/-; 10/-;
£1; £2; £5; £10

up to any amount in accordance with rules.

LETTER COMMISSIONS

bearing a time stamp not later than the set time of any race, in accordance with rules, will be on at Full Starting Price or Totalisator Returns as desired.

ALL POSTAGE PAID
NO LIMIT—WIN OR PLACE
WINNINGS BY RETURN

Favourites, Jockeys' Mounts, "Any-to-come," Owners' and Trainers' Selected, Doubles, Trebles, Accumulators, Systems, the official Tote Daily Double—all accepted.

The "Big Two" Sportsman's Diary (160 pages) is sent FREE to all clients.

Send your name for particulars of our service.

Name
J.B. 27.4.35.

Address

Town..... County.....

DAVID COPE
ALFRED H. MAURICE
27, BATH STREET, GLASGOW C.2

What We Readers Should Discuss

HOW to end the evils of poverty. What are we all doing about it? What is the virile policy that will give results?

Consider the ghastly muddle of slums, derelict areas, men sleeping on benches, women walking the streets; and, remember, these same social conditions existed 2,000 years ago! We smugly boast of civilisation, yet do nothing to alter this ugliness.

In someone's brain the very scheme the world awaits may be lying dormant. It may well be in the brain of a JOHN BULL reader.—W. R. D., Harlow.

Budget Secrets

Frequently we read articles, or listen-in to radio talks, discussing housekeeping on £5 to £10 a week.

But there are thousands who want to know how to keep house on £2 to £3 a week. There are many living happily on such a small income; many could be found among JOHN BULL readers.

I would like them to tell us just how they do it. It might give fresh courage to hesitant sweethearts and certainly would reveal a philosophy that would shame the insatiety of those who are much better off.—R. W., Bristol.

Unemployment

Unemployment, unfortunately, we have always with us, and just as unfortunately, it seems to be a problem no Government can effectively solve; that is why I should like to see this "Parliament" discuss it.

Let us have letters from the readers of JOHN BULL on "How I Would Tackle Unemployment."

The selected letters could not fail to be of absorbing interest to fellow-readers, and among them would most probably be found practical ideas to ease the situation, well worthy of the serious consideration of the Government.—H. M. B., Hollingbury.

Scandalous Practice

The abuse of apprenticeship by over-avaricious employers. Many business establishments are indenturing young boys and girls out of all proportion to their needs, simply as a method of obtaining cheap labour or an excuse for extracting heavy premiums.

Thus hundreds of deluded apprentices, the moment they have finished their "time," find themselves discharged upon an already overcrowded labour market with little or no prospect of ever finding a situation.

A discussion by JOHN BULL readers would open the eyes of parents and thus tend to curb this growing scandal.—"Watchful," Somerset.

FOOTBALL SELECTIONS

By our Expert—for Matches Played on April 27

ENGLISH CUP FINAL.
SHEFFIELD WED. v. West Bromwich Albion, at Wembley.

FIRST DIVISION.

- (1) Leicester v. ARSENAL.
- (2) PRESTON v. Leeds.
- (3) SUNDERLAND v. Portsmouth.
- (4) Hotspur v. Liverpool.
- (5) WOLVERHAMPTON v. Stoke.
- (6) ASTON VILLA v. Middlesbrough.
- (7) Chelsea v. Manchester C.
- (8) DERBY v. Blackburn.
- (9) HUDDERSFIELD v. Birmingham.

SECOND DIVISION.

- (1) Oldham v. NEWCASTLE.
- (2) PORT VALE v. Fulham.
- (3) SHEFFIELD U. v. Forest.
- (4) Southampton v. Blackpool.
- (5) SWANSEA v. Plymouth.
- (6) Barnsley v. Brentford.
- (7) BOLTON v. West Ham.
- (8) BRADFORD C. v. Hull.
- (9) BURNLEY v. Norwich.
- (10) MANCHESTER U. v. Bradford.
- (11) Notts County v. Bury.

SOUTHERN SECTION.

- (1) CHARLTON v. Gillingham.
- (2) C. Palace v. Reading.
- (3) Q.P. RANGERS v. Northampton.
- (4) Southend v. COVENTRY.
- (5) SWINDON v. Watford.
- (6) TORQUAY v. Boscombe.
- (7) ALDRSHOT v. Newport.
- (8) BRIGHTON v. Bristol C.
- (9) BRISTOL R. v. Orient.
- (10) CARDIFF v. Exeter.

NORTHERN SECTION.

- (1) Southport v. TRANMERE.
- (2) STOCKPORT v. Walsall.
- (3) YORK v. Carlisle.
- (4) CHESTER v. Lincoln.
- (5) CREWE v. Rotherham.
- (6) DARLINGTON v. Barrow.
- (7) DONCASTER v. Wrexham.
- (8) Gateshead v. Chesterfield.
- (9) Hartlepool v. HALIFAX.
- (10) NEW BRIGHTON v. Rochdale.

SCOTTISH LEAGUE.

- (1) Dunfermline v. Motherwell.
- (2) HAMILTON v. Rangers.
- (3) HIBERNIAN v. Dundee.
- (4) KILMARNOCK v. Albion.
- (5) PARTICK v. Falkirk.
- (6) QUEEN'S PARK v. Aberdeen.
- (7) Queen of South v. CLYDE.
- (8) ST. JOHNSTONE v. Hearts.
- (9) AIRDRIE v. Ayr United.
- (10) CELTIC v. St. Mirren.

SPECIAL STAR CODE

As injuries to players and consequent alterations in teams may affect the chances of different clubs, we shall publish last-minute JOHN BULL selections in code in the *Daily Herald* and *Sporting Life* each Friday morning. Example Code.—Div. I.—2 (II); Div. II.—1 (A); Southern Section—1 (II); Northern Section—2 (II); Scottish League—10 (II); would indicate Preston, Newcastle, Charlton, Stockport and Celtic.

Punishment. In some countries it has been abolished altogether; in others it is seldom inflicted except for premeditated murder. In our own country opinion is sharply divided. Many would abolish it; others would restrict it to particularly brutal crimes, while some feel that our present law is a necessary, if harsh, deterrent.

The readers of JOHN BULL are so numerous that their views might be taken as fairly representing public opinion, and the discussion should prove a useful contribution to a difficult subject.—L. G. V., Surrey.

Vigorous Comments

"What I Think of Germany" would be a vital topic. Experts quarrel about this country, and when experts fall out the ordinary man comes into his own.

Vigorous comments by average people would read far better than some of the meaningless platitudes and innuendoes emitted by some in a higher stage of life.

Let us ordinary people thrash the matter out in our own blunt way.—R. A., Southport.

Progress Made?

Whether we have really progressed towards civilisation is the question I would like my fellow-readers to discuss.

The present rattling of war sabres, the mad race for armaments, and the failure of our Statesmen to see the folly of these things, compels me to believe we still retain the spirit of cannibalism which was inherent in our forefathers.

The inability of our greatest brains to solve the problem of production and fair distribution, the inability to bridge the gap between employment and the workless, between riotous living and starvation assures me that our civilisation is far from its goal.—C. R., Burnley.

Simple English Needed

"The phrase or cliché I would abolish" Let readers tell each other what phrases they abominate and why. Our conversation, speeches and writings contain time-worn, futile and even stupid phrases—many of them foreign.

A return to simple vigorous English is needed. A start could be made by exposing rapid sayings and banal clichés. A pageful of "hates" would teach us to leave them out of our utterances.—Mrs. E., Sheffield.

Expenditure

Of all things I would like JOHN BULL readers to discuss, the question of their own expenditure is the most important.

Are they getting full value for their money when they make their purchases? Are manufacturers, distributors or shopkeepers getting just a little too much for a certain commodity? Are goods inferior or foodstuffs adulterated? These and many other things could well be discussed by their own consumers' council.

Excessive price or inferior goods should be exposed like the cheat and the charlatan.—H. J. P., Hounslow.

As a schoolmaster I would like to discuss with parents this "Homework Complex" which has swept over our country during recent years.—D. W., Nantymoel.

There is such a lot to be said both "for" and "against" conscription that I should like to see it as the subject for discussion in JOHN BULL.—T. W., Bedford.

I should like the composition of JOHN BULL to be freely discussed by its readers. Could they suggest changes that would make our popular paper more popular?—R. G., Hindley.

OUR LETTER PARLIAMENT

ORIGINAL letters upon the subject below, not exceeding 100 words, are invited. 10s. will be paid for each letter published. 2s. 6d. for "Shorts." Envelopes marked "Letter Parliament" must reach 93, Long Acre, London, W.C.2. by first post Tuesday, April 30.

My Hero for a Jubilee Roll of Honour

ENJOY HAPPY VIGOUR!



BRIGHT VITALITY AT ALL HOURS

"I know the wonderful difference the return of happy vigour makes to those afflicted with nerve strain, as I am sure I would have collapsed through the agony of nerve pains in the head, and other nerve troubles, if it had not been for Phosferine. Everything I tried was useless until a friend advised me to try Phosferine, and so I found the right remedy. A few doses of Phosferine relieved and steadied my nerves, and restored drooping energy until I feel I look better than ever before. It is invaluable for rebuilding good health in times of strain and stress, and splendid for creating an appetite and makes one feel full of bright vitality at all hours."

Miss A. Willson, 11, South Preston Terrace, Albion Rd., North Shields.

FOR THE HAPPY LOOK OF VITALITY—USE PHOSFERINE

THE GREATEST OF ALL TONICS

BRAND TONIC

Influenza Gastric Pains Sleeplessness Rheumatism Neuralgia
Lassitude Debility Exhaustion Headache Maternity Weakness
Brain Fag Indigestion Nerve Shock Sciatica Anæmia

From Chemists, Tablets or Liquid, 1/3, 3/-, and 5/-
The 3/- size is nearly four times the 1/3 size; you save almost 2/-

PHOSFERINE TONIC WINE is a very pleasant medicated Wine of highest quality. It is specially valuable during convalescence, after influenza or other illness. 3/9 large bottle. (This price does not apply to the I.F.S.)

IF YOUR BREATH HAS A SMELL YOU CAN'T FEEL WELL

When we eat too much, our food decays in our bowels. Our friends smell this decay coming out of our mouth and call it bad breath. We feel the poison of this decay all over our body. It makes us gloomy and growly. It makes us feel no good for anything.

What makes the food decay in the bowels? Well, when we eat too much, our bile juice can't digest it. What is the bile juice? It is the most vital digestive juice in our body. Unless two pints of it are flowing from our liver into our bowels every day, our movements get hard and constipated, and three-quarters of our food decays in our 25 feet of bowels. This decay sends poison all over our body every six minutes.

When our friends smell our bad breath (but we don't) and we feel like a whipped tomcat, don't waste time and money on useless remedies. Get at the cause. Take Carters Little Liver Pills which gently start the flow of your bile juice. But if "something better" is offered you, don't buy it, for it may be a calomel (mercury) pill which loosens teeth, gripes and scalds the rectum in many people. Ask for Carters Little Liver Pills by name and get what you ask for—1/3 and 3/-

PILES ENDED WITHOUT SURGERY READ OUR FREE OFFER

With the Magic Brand Three-Fold Treatment no case is too stubborn or too long-standing to be completely and permanently cured. The easy application and wonderful powers of absorption of the Magic Three-Fold Treatment are amazing. It soothes and relieves immediately after the first application, and effects a cure in the shortest possible time. Read what our cured patients say:—

Mr. P. H., of Cardiff, writes:—"I suffered for two years and spent pounds trying to get ease, with no result. Now, within three weeks of using the Magic Pile Cure, all pain and swelling has gone. I consider the treatment worth its weight in gold."

Mrs. F., of Kingston, says:—"The Magic Pile Cure has worked wonders with me. After suffering for six months I am now quite cured."

With the Magic Pile Cure there is no painful or dangerous operation to be faced; no harmful drugs to undermine the system; nothing to interfere with the daily routine. Just a soothing, healing remedy, easily applied, and affording relief with the first application. Try this treatment at our expense. Write to-day and a complete 5/- Treatment will be sent FREE, post paid, in plain cover.

MAGIC LABORATORIES, M.N.27, NEW COURT, FARRINGTON ST., LONDON, E.C.4.

Would You like a Cheque for £500?

Wonderful Cash Prizes to the value of £800 are offered in a simple competition on page 31.

GREAT SCIENTIFIC DISCOVERY FOR GREY HAIR

Makes Grey-Haired Men and Women Look 10 to 20 Years Younger

RESTORES NATURAL COLOUR WITHOUT DYES OR TINTS

The introduction of this wonderful new discovery has caused a sensation throughout the country. Thousands of grey-haired people who had previously been dissatisfied with dyes and tints have found to their enormous delight that "Chevelene" actually does everything claimed for it in restoring grey hair to its original colour. The remarkable feature of this discovery is that it is certain and natural in its action, and being prepared from pure materials by expert chemists it is absolutely harmless.

defies detection, a claim which cannot be made for any dye. All are welcome to try the "Chevelene" Treatment on the fair understanding of money refunded if it does not give the highest satisfaction to every user.

RE-GROWS THE LOST COLOUR INSIDE EACH HAIR

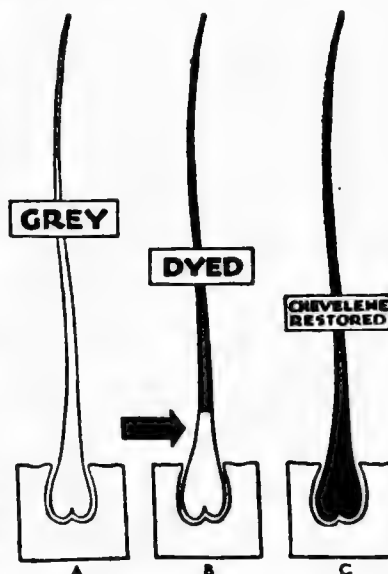
Unlike a dye, tint or stain, the "Chevelene" Treatment does not "paint" the outside of each hair, revealing an ever-growing length of undyed hair. It is INSIDE EACH HAIR FROM ROOT TO TIP. It does not stain the scalp, hat or pillow. This restored colour is as "fast" as the youthful colour of the hair. It remains unaffected by any kind of shampoo, hot, sea, fresh-water or even Turkish bathing. Nor does even the most profuse perspiration of the head affect the natural colour re-grown inside each hair. Also, this "Chevelene" Treatment is surprisingly effective as a promoter of the healthy growth and natural lustre of the hair.

A 10 TO 20 YEARS NEW LEASE OF YOUTH

can now be gained by users of the "Chevelene" Treatment — and at small cost that brings it within the reach of all.

RESTORES ORIGINAL SHADE OF BLONDE OR BRUNETTE

A surprising feature of the "Chevelene" Treatment is that it brings back to each user's hair the exact shade of his or original hair-colour, whether blonde or brunette. The colour restoration is gradual and



- A Shows Grey or White Hair.
- B Illustrates how the growth of dyed hair exposes a tell-tale ever-growing length of undyed hair.
- C Reveals how the new "Chevelene" Treatment re-grows the lost original colour in each Grey or White Hair from root to tip—exactly the same, undetectable natural shade of each person's original blonde or brunette colouring.

Every post brings overwhelming testimony of universal satisfaction.

Write to-day for the "Chevelene" illustrated booklet, or enclose P.O. OR stamps value 6d. to cover postage and packing, when all information, together with trial home treatment, will be sent to you by return in plain wrapper. CREBELS, LTD., Dept. J.B.2, Kingston, Surrey.

A WARNING TO STOMACH SUFFERERS

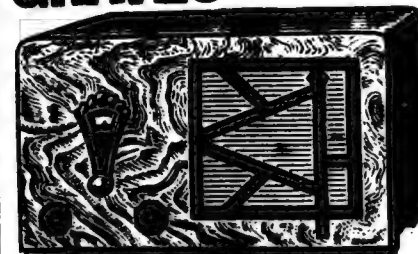
The amazing cures effected by Maclean Brand Stomach Powder, even where all else has failed, have brought so many imitations that you must be very careful to insist on the original product bearing the signature "ALEX. C. MACLEAN."

The formula of Maclean Brand Stomach Powder depends for its effect on its very accurate balance. Any inaccuracy in its composition, any impurity in an ingredient can render it practically useless, and the price at which some of these imitations are sold makes it obvious that they cannot be compounded with the care and equipment used by Macleans Ltd.

The success of the original Maclean Brand Stomach Powder is largely due to the fact that only the highest grade ingredients are used, sifted through the finest silk to ensure that the powder is perfectly smooth, fine, pure and clean. All its intricate mixing and blending is carried on under the watchful eye of highly qualified chemists under strictly hygienic conditions. Even the very air is cleaned for your greater protection.

Health is too important to risk for the sake of a few pence. Always see the signature "ALEX. C. MACLEAN" and ask for it under the full name of Maclean Brand Stomach Powder. To ask vaguely for "Maclean's" is to risk getting an inferior article. The genuine Maclean Brand Stomach Powder is never sold loose but only in 1/3, 2/- and 5/- bottles in cartons, of Powder or Tablets.

GRAVES Beats the World For Quality & Value



THE GRAVES NATIONAL 3-VALVE Battery-driven self-contained Set with a SPECIAL COIL CIRCUIT USING IRON-CORED RADIO FREQUENCY COILS, AND PERMANENT MAGNET MOVING COIL, LOUD SPEAKER OF ADVANCED DESIGN. Figured Walnut Cabinet 17 x 16 x 9 in. Illuminated Tuning Dial, British Valves, H.T. Battery, Accumulator and Aerial Equipment. Nothing else to buy. Carriage Paid £8.18.0 or 9/- monthly. Failure Approval. NO CHARGE FOR EASY TERMS. WRITE FOR CATALOGUE of latest designs for Mains or Batteries including Band Pass, Super Het Het, etc. J. G. GRAVES LTD. SHEFFIELD.

PENSION FORTUNE and RADIOGRAM

"JOHN BULL'S" COMMON-SENSE X-WORD

22 WEEKLY FOR LIFE

£500

and MILLIONAIRE'S RADIOGRAM

34 GUINEAS...
is the price of this Pye 8-valve Millionaire's Radiogram. Complete with Automatic Record Changer, this superb all mains instrument, gives equal delight to ear and eye and "Pye" reliability makes it perfection.

• SHOULD FIRST PRIZE BE SHARED, THE RADIOGRAM GOES TO SHARER WHOSE SQUARE ADJOINING WINNING SOLUTION CONTAINS FEWEST ERRORS.

If single prize preferred to 3-in-1 Award £900 will be paid!

£100 Between all Runners-up

BONUS AWARD VALUE £22... a Season Ticket providing 80 Free Entries for our Crossword Contest for every Runner-up from whom we receive two 6" entries in same envelope

UNLIMITED SURPRISE AWARDS To each sender of solution containing one error more than Runners-up, we shall forward a Special Surprise Award with £1 Bonus Offer TO BE POSTED WEDNESDAY, MAY 15

THE Clues on this page are your guides to a correct Solution of our Compiler's 304th puzzle; as the only correct solver, your wonderful 3-in-1 Prize would be a Life Pension of £2 weekly, £500 in cash and a Millionaire's Radio Gramophone value 34 Guineas.

On Thursday, May 9, right in the middle of Jubilee Week, our First Prize telegram for this Contest will be due for despatch. Fancy learning at such a moment that you have won a Life Income, a Fortune AND a magnificent Radio Gramophone! What a Jubilee that would be indeed!

Runners-up, too, will divide £100, as well as receive Bonuses value £2 if they have qualified as instructed.

See that your squares for this fine offer are in by noon on Thursday, May 2. And then clear the decks for the Great Jubilee Crossword which is to follow immediately.

"John Bull" will pay a Life Pension of £2 a week and £500 (or a lump sum of £900) for a correct solution on one square of the puzzle below. Palling a correct solution the prize will be awarded to the reader whose entry is the nearest correct solution. The winner will also receive a 34-guinea All-mains "Pye" Radiogram. An additional £100 will be divided between those competitors who enter squares containing one error only, or only one error more than the winning solution. An extra Bonus of a Season Ticket providing 80 Free Entries to our Crossword Contest will be awarded to every Runner-up from whom we have received two sixpenny coupons in the same envelope. A surprise Award, with £1 Bonus offer, will be sent to each sender of a square containing one error more than Runners-up. Solution of puzzle will be published in "John Bull" on sale Thursday, May 9, and winner in "John Bull" on sale Thursday, May 16.

Solution—X-Word No. 302.

Winners in Crossword No. 301 appear on page 18. Winners in Crossword No. 302 will be published next week. The Solution of "John Bull" Crossword No. 302 is given herewith as a matter of interest to our Crossword Competitors. We wish to emphasize that no claims are required, as all entries are carefully examined by our staff.

STUDY THESE CLUES

- ACROSS**
- It takes two to make one
 - It sails in races
 - Jack is this when not afloat
 - They desert a sinking ship
 - Both ends of ink
 - Thoughtful husband carries them out for wife
 - Half away
 - Curtain fit
 - Five across often sails on
 - A million pounds is a big one
 - Highest military honour
 - Consumes
 - Hums as it goes to work
 - Unless you're well covered in this you'll feel cold
 - Is used on table
 - Mrs. Sheep
 - Don't do this to your sorrows
 - Take nothing from sob
 - Provides light and heat
 - Witness's evidence is sometimes too vague to
 - Hard hit here hurts hockey goal-keeper
 - Curtain falls at end of this
- DOWN**
- Essential to scrub floors properly
 - Do this if you don't know
 - Beginning and end of hich
 - Is taken on river for amusement
 - Favourable answer
 - Is needed to man 5 across
 - Possesses
 - Teetotaler or Tourist Trophy
 - Trim trim at each end
 - What they do to remove fat
 - The devil plays a big part in
 - Father Time plays havoc with
 - You can light a pipe in the wind with these
 - Adam's is tasty
 - Irish one is tasty
 - Water is Adam's
 - Gardeners groan when insects get busy on these
 - Country boy sometimes brings this to school with him
 - Both ends of cow
 - Is apt to spoil fine stocking
 - Two-thirds of one
 - Stealing this is seldom wrong
 - Slips are used when people do this
 - Two parts of oil
 - Ready says for thanks

READ THESE RULES AND CONDITIONS.

- Complete puzzle in ordinary ink, not copying-ink or copying-ink pencil, cut out the whole entry form, whether both puzzle squares are used or not. Entry fee for two squares is SIXPENCE. For four squares send ONE SHILLING. Make Order payable to Odhams Press Ltd. and cross it /s/ (i.e. write name and address and date of posting on back of P.O., and fill in the number upon Entry Form; send Entry Form by post as directed, to reach us not later than NOON, Thursday, May 2, 1935.
- In addition to two sixpenny entry forms from "John Bull" each entrant may submit TWO EXTRA SIXPENCE ENTRY FORMS, provided these are taken from "John Bull's" free weekly "Crossword Gazette." No entrant may submit more than TWO ENTRY FORMS from "John Bull" plus TWO from "Crossword Gazette." Should any letter square be left blank, contain a letter which is not clear, or altered or not given in ink, the corresponding letter on adjoining Entry-square will be regarded as entrant's intended letter for both Entry-squares. If entrant's solution cannot be so decided, Entry-square concerned will be disqualified, as will any mutilated coupon. No responsibility is accepted for any entry lost, delayed, not delivered, or mislaid, and no correspondence will be entered into.
- Winner of this contest will appear in "John Bull" on sale Thursday, May 16, 1935. Should any competitor not announced as a winner have entered a coupon eligible for a share of the First Prize, he must demand a scrutiny by first post Tuesday, May 28, 1935, in accordance with directions given with result. Any such scrutiny which may amend the result must be accepted as final. No scrutiny can be conducted in connection with the Runners-up prize of £100 or the Surprise Awards. Accordingly entries are accepted only on condition that the result of our double searches establishing these winners is regarded as final. Errors are computed according to the number of words which wrongly answer the Clues given.
- In the event of a tie, a prize will be divided, but no competitor may receive more than one award per contest. Should first prize be shared £900 cash will be paid instead of the two-in-one award.
- Readers in Scotland are delisted from and cannot enter this competition. Any entry form bearing an address in Scotland will be disqualified.
- Failure to comply with any of the conditions involves disqualification.
- Employees of Odhams Press Ltd. and members of their families are not eligible to compete.

KEEP YOUR COPIES BELOW

These miniature reproductions of this week's puzzle are only to be used for keeping copies of your solutions



NEIGHBORS' PRIZE

A special prize of £5 will be awarded to the X-worder from whom this contest's first prize was won. He will share his copy of "John Bull" should he not wish to share the £5 will be divided between our...

"JOHN BULL" CROSSWORD No. 304—CLOSING (NOON) THURSDAY, MAY 2, 1935



JB 304

In entering this Competition, I agree to abide by the Editor's decision as final in all matters appertaining thereto, and enclose

P.O. value.....No.....
Readers in Scotland ineligible. See Rule 5.

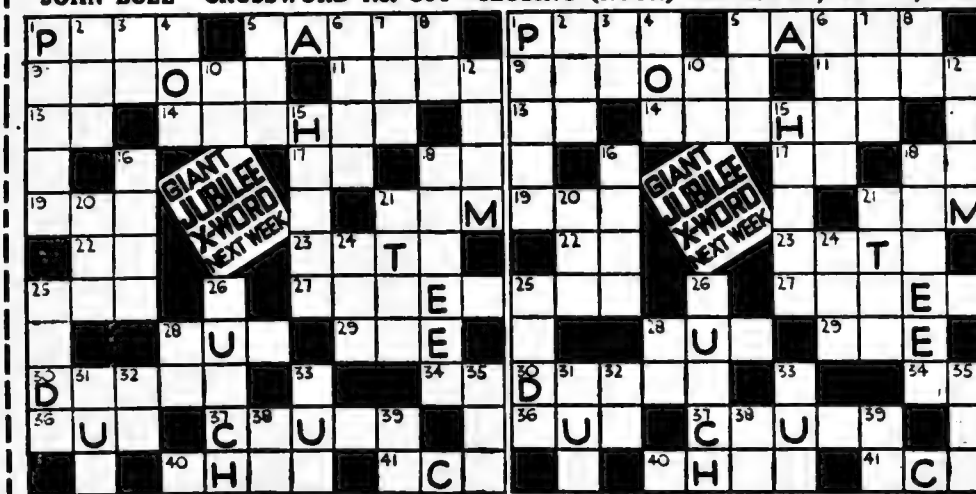
ENTRY FEE
for 2 Squares
6D.

SIGNED.....

ADDRESS.....

CUT ROUND THESE DOTTED LINES

"JOHN BULL" CROSSWORD No. 304—CLOSING (NOON) THURSDAY, MAY 2, 1935



JB 304

In entering this Competition, I agree to abide by the Editor's decision as final in all matters appertaining thereto, and enclose

P.O. value.....No.....
Readers in Scotland ineligible. See Rule 5.

ENTRY FEE
for 4 Squares
1/-

SIGNED.....

ADDRESS.....

CUT ROUND THESE DOTTED LINES

ADDRESS ENTRY: "John Bull" Crossword No. 304, 57, Long Acre, London, W.C.2. (Comp.)

GIANT JUBILEE X-WORD OFFER NEXT WEEK

Free Help for X-word Entrants.
Send Postcard for free copy of "John Bull's" Crossword Gazette. Address Gazette Dept., 30, Bedford Street, W.C.2, or register for 6 weeks' supply on Coupon on "Bullets" page.



THE Editor Laughs Last



THE KID

If you are troubled by any matter—except, of course, of a medical nature—you can obtain free expert advice that will help you. A stamped and addressed envelope is all that you have to send with your query. Write to-day. The replies given on this page to facetious correspondents are for your entertainment.

GEORGE (High Wycombe).—"The meekest husband I know is a local chair-maker." Is he always being sat on?

A. L. (Perth).—"My husband's a good sort, but no one dare tell him to take a back seat." He's quick to take affront.

A. C. (Tiverton).—"Our argument was so keen that I didn't notice that the fire was singeing my trousers." It was a heated one then?

HARRIER (York).—"Although I always start a long-distance race slowly, I'm generally well up at the finish." You get left, but end right.

GEORGE (Manchester).—"A football club manager I know has gone very stout, but he refuses to slim." He is keeping his centre-forward?

BANK MANAGER (Swindon).—"My son has a good voice, and I am training him to be a singer." You should be able to detect any false notes he may utter.

E. F. (Widnesbury).—"To mark our secretary's twenty-five years of holding office, we presented him with a lovely china dinner set." Unbroken service?

NATURE STUDENT (Plymouth).—"You may depend upon it, wasps are more troublesome at the end of the season." Also at the end of the wasp.

D. F. (Ashburton).—"A friend of mine swears he has seen a mushroom big enough to sit under." And big enough to lie over.

HAROLD S. (Plymouth).—"In the ping-pong tournament I wanted one for game, when the ball bounced strangely and hit me on the nose." That was your point though.



Mabel (Kensington). "Dresses that hook up at the back are again becoming fashionable. But will they catch on?"



P. L. (Chiswick).—"I know why they gave me a piece of glass for my wedding present." You saw through it.

DOG-LOVER (Bedford).—"What can I do to prevent my dog from waking me at six-thirty every morning?" Wake at a quarter-past.

E. T. (Swanage).—"Where my family will walk on the lawn they have made quite a path." While, of course, the path is becoming quite a lawn?

T. O. (King's Lynn).—"I showed my wife clearly that she was so stout because she eats so much milk-chocolate." You made it plain.

A. C. K. (Swanage).—"I told the assistant a few things for selling me the wrong film for my camera." You snapped at him, in fact.

ANGLER (Oxford).—"I was very proud of the first fish I landed, but the members of my club said it was only a large goldfish." A carping criticism.

H. B. (Torquay).—"I have been receiving circulars from an estate agency every day for weeks." But they don't move you?

AIRMAN (Croydon).—"We airmen are thinking of publishing our own magazine." The circulation is certain to be high.

JOKER (Whitby).—"I set a booby trap over the door for my brother, but unfortunately forgot all about it." So the joke was on you?

E. K. (Newquay).—"Do you think it will be possible for me to earn my living as a masseur?" You ought to be able to rub along.

CHESS PLAYER (Hove).—"I play in my garden during the summer against other people who live in my road, and I invariably manage to win." So you beat your neighbours out of doors.

H. A. D. (Hertfordshire).—"If I were a magistrate I certainly should not fine anyone for giving a fireworks display during the Jubilee celebrations." You'd let them off?

T. K. (Dereham).—"Because I am confined to my bed with a broken leg, my wife insists that I should eat my meals lying flat on my back." We see no reason why you should take that lying down.

J. A. A. (Sheffield).—"Fancy paying £20 for a room with a window to see the Jubilee Procession!" The sort of Jubilee Room you want is waiting to be won on page 39—and £750 cash goes with it!

SECRETARY (Angmering).—"The committee held its meeting in a room without seating accommodation that night, the caretaker having forgotten to provide chairs." So it was a standing committee?

Pussy (Starcross).—"If cat owners would hang a small bell around the necks of their pets the lives of many small birds would be saved." This would also serve to register a hit with a boot from the bedroom window.

ROUNDSMAN (Walthamstow).—"I have recently bought an old-established milk round for a good sum, but the former owner had only given me his poor customers, retaining the best for himself." He kept the cream?

CONFIDENT (Croydon).—"Although I have never flown in an aeroplane before, I am going to try to bluff the instructor that I can fly, so I can go up alone." Do you think that you will be able to keep it up?

M. E. (Stockwell).—"I read the other day that a valuable presentation clock was stolen from a London flat, despite the fact that the occupants had just bought a new dog." Perhaps it was only a watch dog.

D. W. (Ealing).—"Did you read that a party of golf caddies was taken to a music-hall as a treat?" We understand the comedians grew desperate in their endeavours, not realising that the lads are trained not to laugh at anything funny.

(Many replies unavoidably held over)

GAS-DISTENDED STOMACH CAUSING AGONISING PAIN



The Danger of INDIGESTION

The stomach lies under the heart, separated from it by the diaphragm. When food ferments (through excess acid), the top of the stomach swells up and presses against the heart.

The result is *Agonising Pains, Palpitation, Fainting, often a feeling of total collapse*—all symptoms of acute indigestion.

De Witt's Antacid Powder has been prepared for the complicated nature of indigestion troubles. It acts in a common-sense way. If you persevere it will relieve you of your trouble entirely.

Firstly, it neutralises the excess acid which the weak stomach continually produces, allays the irritation and dispels the gas.

Secondly, the inflamed or ulcerated stomach and duodenum are protected from the hot, burning acids by a film of the finest Kaolin procurable. The stomach thus protected, the inflammation and ulcers rapidly heal and the agonising pain disappears.

Thirdly, another ingredient actually digests portions of your food, taking the load off the weakened stomach. And finally, the ingredients in De Witt's Antacid Powder so assist Nature to build up an alkaline reserve in the body, that there will be no recurrence of the trouble.

DE WITT'S ANTACID POWDER

Sold by all Chemists and Stores, in 1/6 sky-blue Canister, 6/- price—

If you live in agony from piles, get **MAN ZAN Brand Pile Remedy**. Nothing so quickly ends the dreadful irritation, the weakening pain and banishes pile trouble for good. Get your supply of Man Zan in its easy, clean-to-use tube. Use it and be pile free and happy again. Man Zan costs but 3/- for the big supply.

RHEUMATISM

The root cause of rheumatism is to be found in the failure of the kidneys to perform their duty as purifiers of the blood stream. The kidneys, which should take out every trace of poison and waste matter from the system, are allowing the blood stream to carry excess uric acid all over the body.

This uric acid quickly forms sharp, needle-pointed crystals which settle in joints, causing swelling, stiffness and the agonising pain of rheumatism. The correct treatment must restore the kidneys to their healthy, natural state, so that uric acid is filtered out from the blood. That is why De Witt's Brand Kidney and Bladder Pills can effect permanent relief in the most obstinate and deep-seated cases of rheumatism.

De Witt's Pills act directly on the kidneys and restore them to their natural, effective action as the filters of waste of the system. You will have visible proof of this direct action within 24 hours of taking De Witt's Pills. With the lessening of uric acid, the root cause of rheumatism disappears. Take the genuine De Witt's Brand Kidney and Bladder Pills and then rest assured that restored, healthy kidneys will take Nature's own wonderful way of preventing rheumatism. Price 3/- per box, or larger, more economical size, 5/-.

DE WITT'S
BRAND
KIDNEY AND BLADDER PILLS

For Rheumatism, Backache, etc.

Whatever the pleasure
PLAYER'S
complete it



One—fill... your favourites holding their lead... attacking grimly... pressing every advantage... a roar of applause from the crowd... another pass and this time a Player's."



PLAYER'S NAVY CUT CIGARETTES

B.C.C. 271 0

PLAIN OR CORK TIPPED 5-30 10-60 20-112



"YOU'LL WIN!"

said Dad, and

HE DID

Interview by Our
Special Representative



"WELL done, lad—I said you could do it if you stuck to it!"

Such were the most welcome of all congratulations that overwhelmed young Mr. H. Underhill when a telegram arrived at 412, Loose Road, Maidstone, one recent Friday.

They were his father's words, you see. And but for father's steady encouragement he would never have entered the words which had just won him £500 and a Jubilee Week in London, our 977th First Prize.

* * *
"You've got to meet my father, too," Mr. Underhill told me, writes a JOHN BULL representative, when I called for a chat. "I've a lot to thank him for in this success."

And Mr. Underhill, Senr., whose own small successes in our Contest had been so decisively beaten by his son, readily joined us. "When I was going to school," the winner told me, "I used to fill in Dad's coupons and post them for him."

"Dad was always telling me," he went on, "that if others could win in *Bullets* I could." So four years ago this 27-year-old winner decided to see what he could do in our Contest.

"Just before last Christmas," Mr. Underhill said, "I made up my mind that I wasn't going to miss a single week. Early in the New Year I won a half-crown. 'That settles it,' I said. 'I'm going to keep on till I win a First!'"

Constantly entering like this taught him that one of the most fruitful fields for *Bullets* material was his own experience of life. That provided the idea for his winning *Bullet*. He's GOT MILLIONS, BUT—MISSES "EXTRA SHILLING'S" WEALTH. He thought, he told me, first of the millionaire, then of the man who feels well off with a little extra to spend.

"I remembered I'd felt that way myself with an extra shilling or two in my pocket," explained Mr. Underhill, "and I wrote down 'extra shilling' immediately."

Even with the whole idea for the *Bullet* in his mind, this winner could not decide for a long time whether the best word to complete it was "value" or "wealth." Finally he chose "wealth" because this word linked better with "millions" and contrasted nicely with "shilling," so in it went on the single coupon he entered for this Contest.

"Nearly every list of Examples," Mr. Underhill remarked, "includes a few that will suggest to the average man some experience of his own and therefore an idea for a *Bullet*."

"But you need to consider carefully how to develop those ideas," he added. "And one of the best ways to learn, I think, is to study *Bullets Bulletin*. I've found it a wonderful help."

Although his duties prevent Mr. Underhill being JOHN BULL's guest during Jubilee Week, this splendid £500 prize and additional cheque have given him a wonderful feeling of jubilation.

"As I said to another 'Bulleter' at the office," he told me before I left, "I can feel pretty warm and comfortable with £500 at the back of me!"

* * *
Soon some competitor who enters within the next few days is to receive news still more thrilling than that which brought such satisfaction to Mr. Underhill. It is up to you to get your *Bullets* to Long Acre by Saturday, May 4, if you want that fine 2-in-1 First of £750 and a "Jubilee Room" which heads this week's novel big prize-list.

STUDY THESE CLASSIC "BULLETS"

THE winning efforts in our 978th Contest are not due on this page until next week, but you will need some successful *Bullets* to study before you tackle the Examples for this week's offer of 10,823 prizes.

Four-figure fortunes, big Life Pensions and other fine prizes were won by the senders of these classic efforts. Yet, when you come to examine them closely, what are they but simple ideas, neatly expressed in everyday words?

Notice, however, how closely each effort is linked to its Example and how neatly the well-chosen words are arranged. Every one of these First Prize *Bullets* is a lesson worth remembering when you are aiming this week at winning £750 and a "Jubilee Room."

FOR SERVICES RENDERED
KING "PINNED ON CROSS."
HUMANITY DEMANDS
PRIVACY—"LOOK INTO" SLUMS.
MAN WITH A GUN
WASN'T "GREATEST SCULPTOR'S" DESIGN.
IF WE WANT PEACE
LET Meek Greet Meek.
BACHELOR PRINCE
"SPORT" EVE Hasn't "CONQUERED."
A HIGHWAYMAN
PESSIMISM—HOLD Yourself UP!
TERROR OF TO-MORROW
RUSTY "TANK'S" GRIM WARNING.
AVERAGE MAN
BETTER FOR "FOR BETTER —."
SAVED FROM THE WRECK
THANKS "CARPENTER" FOR RAFT.
PEAK OF SUCCESS
"HAPPY, MARY?" "YES, JOHN!"
AT THE PITHEAD
FOR VALOUR—"THANKS, MATE!"
IN LOVER'S LANE
"PITFALLS" MOONLIGHT NIGHTS Conceal.
ANGRY SEA
FORMED BRITAIN'S "RUGGED CHARACTER."
HER LOVE
"UMBRELLA" MOTHER Never LOSES.
MAN IN A BATH-CHAIR
"WALKS"—IN "MEMORY'S GARDEN."

Specialist's Advice Free!

"YOU can call in your *Bullets* 'specialist' any time you wish. He is there for the asking, and, unlike the majority of specialists, he does not charge you 'umpteens' guineas but gives you his services—free!"

These are the words of a recent winner—Mr. J. T. Smeaton, 19, Front Street, Cleadon, Sunderland—and the "specialist" he thanks for his success is *Bullets Bulletin*, the little weekly which JOHN BULL posts to reach would-be winners each Wednesday.

A helpful chat by the Competition Editor, an expert's analysis of winning styles and an invaluable criticism of *Bullets* that failed are regular features of the *Bulletin*. This week readers will also enjoy human stories of a veteran entrant's £1,000 win and the joys brought to a Leeds family by another huge First. For readers of the *Bulletin*, too, there is the privilege of entering for *Bullets* fascinating £50 Football Contest.

To-day a six weeks' supply of our free guide to the *Bullets* prize-list can be secured in the simplest possible way. You merely enclose the new Easy Reservation Coupon on the opposite page with your *Bullets* or JOHN BULL Crossword entry and 48 pages of Competition help, in six entertaining instalments, will come to you automatically.

WIN A 'JUBILEE ROOM' WITH 'BULLETS' CHEQUES

£750 and COMPLETELY FURNISHED 'JUBILEE ROOM'

The First, Second and Third Prize-winners in this Contest will each be invited to select Furniture, Carpets and Rugs for Living-room or Bedroom to the VALUE OF £25 CASH

FINE 2-IN-1 FIRST PRIZE

£750



FINE 2-IN-1 SECOND PRIZE

£50 and £25 JUBILEE ROOM

- OTHER PRIZES -

10 of £5 • 10 of £2.10s. • 50 of 10s.

2,000 Red Seal "Targets"

8,000 "Target" Prizes.

750 MAGNIFICENT JUBILEE SURPRISES

Nothing resembling these splendid prizes has ever been seen before. They cannot be bought for any money offered again.

7 PRIZES IN 1. VALUE 9/6 EACH.

FINE 2-IN-1 THIRD PRIZE

£25 and £25 JUBILEE ROOM

UNIQUE "BULLETS" PRIZES HERALD JUBILEE WEEK!

JUBILEE Day is near, and all the Empire is preparing to observe it; to-day JOHN BULL provides splendid opportunities for you to celebrate this great event in permanent fashion.

Each of the three chief winners in this novel big one-week Contest is to receive a substantial cheque; with these cheques goes the unique privilege of selecting Furniture, Carpets and Rugs for living-room or bedroom to the value of £25, to provide a "Jubilee Room" as a lasting and useful celebration of May, 1935.

For those who just miss the cash prize standard, JOHN BULL has prepared no fewer than 750 wonderful Jubilee Surprises. They consist of magnificent 3-in-1 awards which have never before been distributed amongst "Bullets" competitors and can never be offered again. At their standard price of 9s., these provide such magnificent value that demand exceeded supply—but "Bulleterers" now have 750 opportunities of securing one with a few words.

USE THESE "EXAMPLES"

TO SAVE EUROPE
LIFE'S SUNSHINE
ARM IN ARM
BUDDING CAMPBELL
CRUSTY CHAP
JOB FOR EPSTEIN
BLAZE OF COLOUR
RAT-A-TAT
PRACTICE MAKES PERFECT, SO
INTERRUPTED HER
"WHERE AM I?"
AT HIS PERIL
BLACK TREACHERY
OVERSTEPPING THE MARK
UPSET THE BRIDEGROOM
WHAT THE APPLICANT SAID
TRAVELLER SIMON
NOT SO NICE
AT TIMES
AFTER ALL
BETTER TEAM
MARCH OF TIME
WORDS FAILED HER WHEN
ANOTHER TRIAL
HISTORY
TOP DOG
SLAVERY
WITH HER
DAZED
ON HIS TOES
FAIR WEATHER
MAN IN A CAR
SONNY'S HOWLER
WHEN I RETIRE
DAWDLING
SMALL BEER

THE WAY TO WIN

TO make a *Bullet*, read through the *Examples*, select one which specially appeals to you and add whatever rough jottings it brings to your mind. Then polish up your rough thought into TWO, THREE or FOUR words which express your meaning clearly and with point—and there you have a *Bullet*.

To show you how to go to work, suppose you were struck by the *Example* ARM IN ARM. To add the words, *Best Way For Nations To Go* would be to make a first rough comment. This you could readily compress and improve to the finished *Bullet*, ARM IN ARM—BEATS ARMAMENTS UPON ARMAMENTS!

To help you further, study carefully the winning *Bullets* from previous prize-lists specially reprinted for your guidance. Then for your own *Bullets*. Make a start on them to-day. See that they reach the Judges by Saturday, May 4, and you may be amongst this week's 10,823 winners.

SAVE MONEY

by enclosing this new Easy Registration Coupon with your entry for "Bullets" or "John Bull" Cross-words and thus secure 48 pages of Competition assistance

FREE!

ENCLOSE THIS COUPON

WITH YOUR "BULLETS" OR "JOHN BULL" CROSSWORD

Please register me for six weeks' free supply of "Bullets Bulletin" and Crossword Gazette. I have affixed 3d. in stamps to this coupon for postage.

NAME _____

ADDRESS _____

If not entering for Competition, post coupon direct to "Bullets" Dept., 30, Bedford St., London, W.C.2

Affix
1½d. stamp
here

Affix
1½d. stamp
here

If you wish to use Advertiser's coupon on back, you can apply for your free issues of "Bullets Bulletin" on plain paper.

READ THESE RULES CAREFULLY.

- The First Prize will be awarded for what, in the opinion of the Judges in consultation with the Editor, is the best *Bullet* received and the other prizes in order of merit, the test being cleverness, aptness and originality. The Editor undertakes that every *Bullet* received shall have careful consideration by a competent staff of qualified Judges.
- Only two attempts may be made on each coupon and a postal order must be enclosed at the rate of 6d. for each coupon made use of. This must be made payable to John Bull and crossed & Co., Ltd. Entrant's name, address and date of posting must be written on back of postal order, the number of which must be duly noted on each coupon submitted. Coupons must not be mutilated.
- The Editor's decision on any matter of dispute arising in connection with this competition must be accepted as final and legally binding in all respects and acceptance of this rule is an express condition of entry. Employees of Odhams Press Ltd. and their families are not eligible.

ENTRY-FEE.—Enclose a Postal Order with your entry at the rate of 6d. for each Coupon submitted. This should be made payable to "John Bull" and crossed "& Co."

EXAMPLE		
BULLET		
EXAMPLE		
BULLET		
(981)	P.O. No.	Signed
Closing SAT., May 4.	I agree to enter in accordance with the rules announced on this page. With 1 Coupon send P.O. for 6d.	Address
EXAMPLE		
BULLET		
EXAMPLE		
BULLET		
(981)	P.O. No.	Signed
Closing SAT., May 4.	I agree to enter in accordance with the rules announced on this page. With 2 Coupons send P.O. for 1s.	Address
EXAMPLE		
BULLET		
EXAMPLE		
BULLET		
(981)	P.O. No.	Signed
Closing SAT., May 4.	I agree to enter in accordance with the rules announced on this page. With 3 Coupons send P.O. for 1s. 6d.	Address
EXAMPLE		
BULLET		
EXAMPLE		
BULLET		
(981)	P.O. No.	Signed
Closing SAT., May 4.	I agree to enter in accordance with the rules announced on this page. With 4 Coupons send P.O. for 2s.	Address
EXAMPLE		
BULLET		
EXAMPLE		
BULLET		
(981)	P.O. No.	Signed
Closing SAT., May 4.	I agree to enter in accordance with the rules announced on this page. With 5 Coupons send P.O. for 2s. 6d.	Address

If you wish to enter further "Bullets" you can write them on plain paper.

NEWSAGENTS' PRIZES.—Cheques for £3, £2 and £1 respectively will be paid to the newsagents from whom the chief winners in "Bullets" No. 981 usually purchase "John Bull."

The original cheque for £500 awarded to the First Prize-winner in Competition No. 977 will be displayed in the window of Mrs. S. R. Clarke, Gabriels Hill, Maidstone.

Address Entry: "Bullets" No. 981, "John Bull," Long Acre, London, W.C.2. (Comp.)

ALMOND OIL ZEE-KOL TOILET SOAP

Beautiful and Talented Woman's Evidence that it CREATES BEAUTY & PRESERVES BEAUTY

A revelation in transforming the worst skin in three nights into a most beautiful satiny and peach-like complexion.

Never before has a soap of this description been given to the public. It is made of the purest oils.

This is the whole-sale price of the material used in most of the advertised soaps. Compare this price to Almond Oil, which is 5/6 per lb., and which is used in Zee-Kol Almond Oil Soap.

PALM OIL
costs 4d. per lb.

ALMOND OIL
costs 5/6 per lb.

Now it is easily seen why Zee-Kol Almond Oil Soap is the most expensive to make as it is very rare to get Almond Oil in a soap at all. The price of Almond Oil will prove to everyone that there is no soap in the world so marvellous as Zee-Kol Almond Oil Soap.



"You play divinely, my darling, but I am a little distracted gazing at your beauty—and your complexion is the most perfect I have ever seen. And what is this glorious perfume that you use?"

FIANCEE: "You flatterer! I do not use any perfume. I use the most perfect soap that I have ever used in my life—it is called Zee-Kol Almond Oil Soap, and it is only 6d. a tablet, instead of 2/6, as I paid for other soaps which were not so good, and the lovely perfume comes from this Zee-Kol Almond Oil Soap. The Almond Oil keeps my face young and, as you say, beautiful. Everyone should try this beautiful soap—originally 1/- per tablet, now 6d."

It has taken years to know how to blend the oils in this soap, because it is not like other soaps to-day, which are only ordinary soaps. Its oils are a marvellous tonic to the skin. Blended with the most exquisite perfumes, ALMOND OIL has been chosen for this Zee-Kol Super-Toilet Soap. It contains the purest and the most natural oil for the skin. When washing the natural oil is replaced and the skin keeps firm, smooth and beautiful. No ordinary soap can do what Zee-Kol ALMOND Oil Soap does, yet it is sold everywhere to-day at half its former price—6d. instead of 1/-.

1/- LARGE TABLET NOW 6d.

Obtainable from all Chemists and Stores, or direct from **SHAVEX ZEE-KOL CO., LTD.** (Dept. 514), 40, Blenheim Road, Upper Holloway, N.19

NO SOAP—NO BRUSH SHAVEX

REVOLUTION IN SHAVING

Millions are now using SHAVEX all over the world. Beware of imitations.

THROW AWAY YOUR SOAP AND BRUSH AND USE THE UP-TO-DATE METHOD OF SHAVING which takes a quarter of the time.

WE GUARANTEE THAT ONE CAN HAVE A PERFECT SHAVE IN TWO MINUTES WITH SHAVEX.

SHAVEX is without doubt the most perfect way of Shaving that man can desire. What is more simple than just wetting the beard and smearing on a little Shavex—and then a perfect shave? Shavex contains Almond Oil, which is a fine skin food for the face. You shave in a quarter of the time that is taken by any other method, and you rub the rest of the Shavex into the skin—this takes away the wrinkles and keeps the face in a perfect condition. The Shavex Cream makes the bristles of the beard stand up, when they are easily shaved with the razor. The ordinary creams and soaps flatten the beard, and so it is impossible to get the perfect shave. If grass is lying down it is more difficult for the mower to cut than if it is standing up. It is the same with the beard and Shavex. SHAVEX gets between all the hairs and forces the beard to stand up, and one can cut it so easily and get a perfect shave. Always give Shavex a fair trial with a good razor blade, and there is none better than the Shavex Blade, which is the most perfect Blade on the market. These blades, originally 4d. each, are now reduced to 2d. When asking your Chemist for Shavex, ask for the Magnificent Outfit, including a Silver-plated Razor with Six Blades for 1/-. Usual price 2/6.

SHAVEX is sold everywhere in 6d., 1/- & 1/6 Tubes and 1/6 Pots

SEND THIS COUPON TO-DAY
For FREE Sample Tube of SHAVEX.
Cut out this Coupon, attach it to a piece of paper on which your name and address are written plainly, and send with a 2d. stamp to the Shavex Zee-Kol Co., Ltd. (Dept. R.11), 40, Blenheim Road, Upper Holloway, London, N.19.



Good Lord! It's twenty to eight and I have to dress, shave and have my breakfast by eight o'clock, but what's the odds, having Shavex it only takes a minute or two to shave.



Hey! Prussia! I've had a perfect shave in two minutes. I washed, and while my face was still moist I smeared Shavex over it, and with the use of a Shavex Super Blade I've had the finest shave that anyone could ever have. I feel as fresh as a daisy.



Now I've got ten minutes to have my breakfast and a nice walk and catch the 8.15 train. When I think of the old soap and brush method with my face all smarting and the time it took me, Shavex is indeed a godsend. Since I have used Shavex everybody tells me how well and young I look. It's the Shavex Cream containing Almond Oil which I rub in after I shave that preserves my skin and keeps the wrinkles away.

SPA-SEL SALTS

The Regenerator of the Human Body

SPA-SEL is one of the most perfect SALTS that can be taken to purify the Blood, cleanse the kidneys, tone up the liver and keep the stomach in a perfect condition.

To keep young, and keep old age at bay, there is nothing more wonderful than Spa-sel Salts.

All acids are eliminated and no one can have Rheumatism, Arthritis, etc., with Spa-sel. All Toxine Poisoning is washed away from the system. It is the most perfect remedy ever known and the result is **RADIANT HEALTH** and the Skin looking perfect.

In Bottles at **9d. and 1/6**

Post free from the:—
SHAVEX ZEE-KOL CO., LTD. (Dept. A.3), 40, Blenheim Road, Upper Holloway, N.19



Friend.—Whoever would believe that you were so stout only three months ago. I can hardly recognise you. You look Wonderful in that beautiful gown.

The Mother.—Oh, yes, Ella has lost at least three stones in those three months, and she feels in such perfect health. Now she can go to Balls, and all men admire her. It is astonishing how the whole face changes when the figure is slim, and the stoutness is taken away.

Friend.—How on earth did you get like that, Ella?

Ella.—Would you like me to tell you? All right, I will. I took **SPA-SEL SALTS**—and they are

marvellous, and have wonderful phosphates in them that purify the blood, and I felt splendid when taking them. I have never felt so well as I do now. My heart started hurting me with my being so stout. I did not dance, I could not eat—everything made me stout. Now I am splendid—and now if I have eaten too much or the food is not quite right, a spoonful of Spa-sel puts me in perfect condition and keeps me slim.

Friend.—Well, the first thing I'll do is to take Spa-sel when I get home. I am only 26 and I weigh 14 stone. Why shouldn't I get my figure like Ella's?

Mother.—Splendid.



ECZEMA.
"I suffered from Eczema all over my face and body. I applied Zee-Kol and in three days the Eczema had gone."

VARIKOSE AND OTHER ULCERS.
"For years I could not walk with Ulcerated Legs. Zee-Kol cured it in a week."



ABSCESS.
Zee-Kol instantly draws out all inflammation and the abscess is healed in twenty-four hours.



ERYSIPELAS.
This alarming skin affection will disappear in a few days with Zee-Kol applied night and morning. Its effect is marvellous.



CORNS.
The worst corns will soon disappear if Zee-Kol is applied to them night and morning.

SKIN DISEASES Disappear in a Night

WE HAVE A ROOM FULL OF TESTIMONIALS.

Many may promise a wonderful cure, but there is nothing like Zee-Kol.

Beware of Imitations.
ZEE-KOL is, without doubt, the most wonderful skin remedy of all time. The cruellest Skin Diseases, such as Ulcers, Eczema, Abscesses, Erysipelas, etc., are rapidly and completely banished, and Pimples, Blackheads, Boils, Rashes, etc., disappear like magic. Never was known any remedy like Zee-Kol. Where it touches, the skin takes on a finer and healthier glow. It destroys everything unhealthy to the skin. No skin disease can resist it. Forget it being a Patent Medicine. This is the only way we have of letting the world know of Zee-Kol's marvellous power of skin healing. We are supplying some of the big Skin Hospitals, for there is nothing in the world to compare with Zee-Kol. Do not hesitate. Go straight to your chemist and get a box of Zee-Kol and rest absolutely assured that your skin troubles will speedily be banished. Zee-Kol cures, in record time, Eczema, all kinds of Ulcers, Haemorrhoids, Chilblains, Bad Legs, Severe Burns, etc.

ZEE-KOL

The Wonder Skin Remedy 4 FREE GIFTS COUPON

For sample of ZEE-KOL Ointment and Pills send 2d. stamp for postage. If sample of ZEE-KOL Medicated Soap and Doge Face Cream are also desired, send 4d. for postage and packing. Write to the Shavex Zee-Kol Co., Ltd. (Dept. Z.K.18), 40, Blenheim Road, London, N.19. At all chemists: Zee-Kol Ointment at 1/3, or a large tin 3/-.
LUMBO, STIFF JOINTS, ETC.
Splendid for Stiff Joints rubbed in gently by the fire, and for Rheumatism.



BURNS.
Zee-Kol takes all pain away and no blister will form.



BOILS, ETC.
Boils cannot resist the wonderful healing properties of Zee-Kol, and in two days they disappear.



PIMPLES AND BLACKHEADS.
"I always had Blackheads and Pimples. Zee-Kol cured them in a night—they vanished."



LUMBO, STIFF JOINTS, ETC.
Splendid for Stiff Joints rubbed in gently by the fire, and for Rheumatism.